

Thumbnail Selection : Delivering Digital Signage Contents to Mobile Phone

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Abstract— An access to digital signage displaying contents with a mobile phone has been in the limelight to improve advertising effects of the digital signage. There have been developed several methods to transfer digital signage contents to a mobile phone, but these methods are still lack of the cognitive convenience for users. In this paper, we design a novel method that enables users to easily access to digital signage contents with their mobile phone. In user's point of view, he just sees a content displayed in a digital signage, starts a mobile phone application, and selects a thumbnail from a list that is the same to what the signage displays. We developed a prototype to evaluate the proposed method. Conventional QR code recognition and photo recognition methods are compared to the proposed method and it is shown that the proposed method is superior to the conventional approaches in terms of time required to access to the detailed information and user preference.

Keyword— Digital Signage, Mobile Interaction, Linkage Method, RSSI, Thumbnail Selection

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