# Smart Digital Signage using Smartphone

JungSoo Lee*, JeongWoo Lee*, Hyotaeg Jung*, Sungwon Moon*, Kisong Yoon*

*Content Distribution Research Team, Creative Content Research Lab.*
*ETRI(Electronics and Telecommunications Research Institute), Korea*

jslee2365@etri.re.kr, jeongwoo@etri.re.kr, htjung@etri.re.kr, moonstarry@etri.re.kr, ksyoon@etri.re.kr

*Abstract*— **Digital signage contents are usually used to be displayed in fixed location. And many people interact with one device (displayer). User (retailer) plays a role for interaction with the device and the just viewer. So we propose the system that user plays an important role as delivering the signage contents through smartphone application. User can download and install the advertising smartphone application. During viewing the signage content through the application, it downloads the signage contents and delivers them to other users (smartphone that application was installed)**

*Keyword*— Digital signage, smartphone application

**JungSoo Lee**: Education & Work experience: Jung-Soo Lee received his B.S. and M.S. degrees from Jeonbuk University, Korea in 1995 and 1997, respectively and his Ph.D. degree in Electronic Engineering from Hanyang University, Seoul Korea in 2005. From 2000 to 2005, he was a senior member of MarkAny Research Institute. Currently, he is a senior member of Electronics and Telecommunications Research Institute(ETRI). His research interests are "Digital Watermarking", "Fingerprinting", "Image Processing", "Digital Rights Management", "Digital Signage" and "Digital Cinema". Tel: +82-42-860-4902, E-mail: jslee2365@etri.re.kr