

Efficient Methods of Contents Sharing Between Digital Signage System and Mobile Terminals

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Abstract— Digital signage is a Digital Information Display (DID) which expresses traditional advertisements of outdoor billboards by digital. In early digital signage was limited to provide contents consists texts, images and videos, but now it is combined with the network so contents can be installed, operated and replaced from a distance. These days digital signage is coming into wide use as a public display infrastructure. The main role is to deliver information such as product or service advertisement, public information, to public users. Furthermore to increase the effect of advertisement, interaction with users and with user's mobile terminals is getting important. Thus, the transfer of contents between digital signage terminal and user's mobile terminals will occur frequently. In this paper, we suggest the structure of the digital signage system and the efficient method of content sharing through the diagram of the system structure and signal flow.

Keyword— Digital Signage, Contents Sharing, Transform, Multicast, Mobile Terminal



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