

The Application of Digital Signage System using Smart Device

JungSoo Lee*, Kisong Yoon*

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

jslee2365@etri.re.kr, ksvoon@etri.re.kr

Abstract— Digital signage is a form of electronic display that shows information, advertising, messages, and TV programs in both public and private environments, including retail stores, hotels, and stations. We introduce another application of digital signage using smart devices. Unlike an existing digital signage displayed at a fixed location, the proposed digital signage system can see in anytime and anywhere using smart-devices if you can use a network service. And because the proposed system gives and takes the information(advertisement data) among smart-devices, the application user can be compensated according to the amount of data transferred to other smart-devices or the usage time of the application.

Keyword— Digital signage, Smart-devices



Jungsoo 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 cinema and digital signage.



Kisong Yoon received his M.S. and Ph.D degrees in Computer Science from New York City University in 1988 and 1993 respectively. From 1993, he was a principal member of Electronics and Telecommunications Research Institute (ETRI). His research interests are digital contents distribution, digital rights management and digital cinema/signage.