## **Transportation Advertisement Online using IPv6**

## **■Outline**

This system makes it possible to overwrite advertisements on public transportation online by changing advertisements (side of bus, hanging poster on train, above window, etc) to electronic paper and adding a IPv6 module.

# **■**Target

Bus, train, subway, airplanes, and other movable body

# **■**Merit of adopting this system

- 'Improvement in convenience by computerization (decreases the trouble of replacing the ad, and management becomes easier)
- 'Using the positional information acquired by the movable body, advertisement can be changed depending on the area.
- 'Ad can be changed depending on the time of the day

  Target (commuter to school, work, housewife, etc) can be narrowed.



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# **System Format**

### **Ad Management Server**

- 'Intermediate service of user (ad registrant) and management faci
- 'Management of user (ad registrant) information/ad data
- 'Management of ad display schedule in each facility
- 'Send ad automatically to each facility on specified time of the day

### **Display Client Management Server**

- 'Management of display client (positional information, data size that cardisplayed)
- $\label{lem:color} \mbox{'Management of ad information (ad size (length*width), color display/animation display)}$

## Display Client (Bus, train, subway, etc)

- ·Electronic ad by electronic paper
- Data communication by IPv6
- ·Acquisition of positional information by GPS

## Method of realization

#### □<u>User (ad registrant)</u>

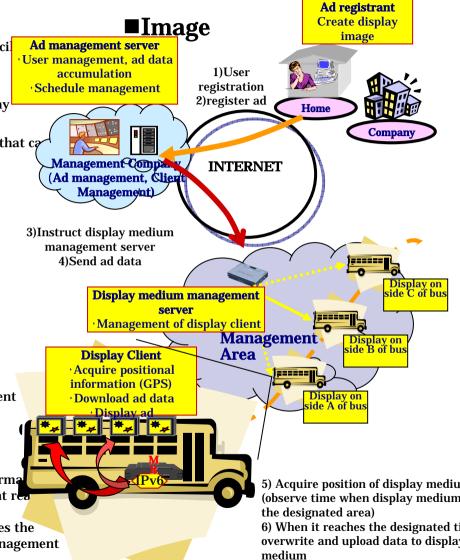
- (1)Create ad image
- (2) Setup user registration, ad data/display area/display time
- (3)Register ad => to ad management server

### □Ad management server

Send ad data and display instructions to display client management server at specified time and specified area

### □ <u>Display Client</u> <u>Display Client Management Server</u>

- (1)Send positional information to display client periodically
- (2) The client management server will manage the positional information of the display client, and observe the time when the display client reached designated area
- (3) When the display client enters the designated area, and reaches the designated time, it will download the ad data from the client management server, and will switch ads.



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(Show real-time)

7) Delete ad when it leaves designat

(overwrite to original ad)