

## ■ 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.



## System Format

### Ad Management Server

- Intermediate service of user (ad registrant) and management facility
- 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 can be displayed)
- 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

### □ User (ad registrant)

- (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

### □ Display Client    Display Client Management Server

- (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 reaches the 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.

