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DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING
FINAL YEAR B.E. (2010-2011)

A PROJECT REPORT ON

“SMART PUBLICITÈ”

(A Mobile Tourist Guide and Location based Advertising System)

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ABSTRACT

Marketing is the process through which Organizations build strong customer relationships and create value for their customers and for themselves. Marketing is used to identify the customer, to keep the customer, and to satisfy the customer, it can be concluded that marketing management is one of the major components of business management.

Present day advertisements create a lot of impact on people. Advertisements have become a most popular way of marketing. We can see them everywhere on TV, Papers, Magazines, Vehicles, and Mobile etc.

Where can we make use of location based advertising? Definitely it has to be on something that moves. Mobile, yes, but not this time. This about Public Transports, all these travel many places, and most of them have got electronic billboards and LCD TVs Why not run location based advertisements on them. The idea is to create a directory of locations and advertisements.