



FINAL YEAR PROJECT REPORT

**DYNAMIC ADVERTISING BILLBOARD
USING IOT**

**In fulfillment of the requirement
For degree of
BS (COMPUTER SCIENCES)**

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SPRING-2021

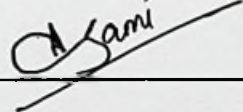
DECLARATION

We hereby declare that this project report is based on our original work except for citations and quotations which have been duly acknowledged. We also declare that it has not been previously and concurrently submitted for any other degree or award at Bahria University or other institutions.

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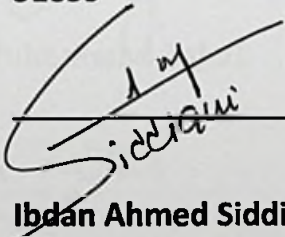
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ACKNOWLEDGEMENTS

We would like to thank everyone who had contributed to the successful completion of this project. We would like to express my gratitude to my research supervisor, **Mr Bilal Muhammad Iqbal** for his invaluable advice, guidance and his enormous patience throughout the development of the research.

In addition, we would also like to express my gratitude to our loving parent and friends who had helped and given me encouragement.

ABSTRACT

The objectives of Dynamic Advertising using IoT is to create a system which will advertise the ads dynamically and it will be user-friendly. To reduce the use of posters and switch to digitalization i.e., Dynamic Advertising. Dynamic Advertising is easily conveyed to the audience as compared to Traditional Advertising. It will be cost-effective and time-saving as lots of advertisement can be done within a smart device and IoT. The project uses a raspberry pi to display the advertisements on the screen. The main advantage of the project is that it can display multiple ads at a time within its duration. The system has mobility advantage as the ads will be displayed and change according to the location. This project will not only reduce paper work, but also promotes digitalization in this modern era. The system first proceeds with ads uploaded by the user from the user panel. It then authenticates and verify the ads from the admin panel. After authentication, the admin will approve and display the ads on the screens according to the selected packages. As soon as the ads is displayed and screened, the user will receive a notification. Recommendations for future development and conclusions are also included in the report.

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