

WIRELESS ADVERTISING APPROACH USING PULL-BASED

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ABSTRACT

This paper refers to the implementation of the Bluetooth to provide m-advertisement (Mobile Advertisement). Advertisement is the best way to compete with market. The end users request the server on their willingness. Wireless advertisement system (WAS) focuses on the pulled based approach as it avoids two issues, spamming and time limit. In push based, messages are send to the users without their willingness resulting in spamming issues. The advertisers can edit and do modifications as per their needs and publish it. This user driven concept gives flexibility to end users. The system is set up at the entrance and inside the mall so as to transmit the data to all the mobile devices. We have explained bellow the flow of the system. We have also explained the architecture.

KEYWORDS: Bluetooth Advertising, Pull Based Approach, User Driven Advertising