

**DIGITAL SIGNAGE AND PROXIMITY MARKETING SYSTEM  
FOR AMIGO PLAZA MALL**

A Capstone Paper

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## ABSTRACT

This study was designed to develop the Digital Signage and Proximity Marketing System for Amigo Plaza Mall. It focused on the following objectives: Bluetooth proximity marketing module that sends advertisements directly into the receiver's Bluetooth-enabled electronic device and will allow receivers to send confirmation, a Digital Signage module that manages the broadcasting of client's ads and promotion, statistical report module that generate a daily graphical report about the numbers of ads downloaded and rejected by the receivers, provide to the user with payment interface to manage client payment transaction.

The Iterative Development Life Cycle model was used to develop the system. It has the following stages: planning and requirements, analysis and Design, implementation, testing, evaluation, and deployment.

Results showed that the proposed Digital Signage and Proximity Marketing System has Bluetooth proximity marketing module that sends advertisements directly into the receiver's Bluetooth-enabled electronic device and will allow receivers to send confirmation., A Digital Signage module that manages the broadcasting of client's ads and promotion, Statistical report module that generate a daily graphical report about the numbers of ads downloaded and rejected by the receivers, and Provide to the user with payment interface to manage client payment transaction. The proposed system will greatly help the Amigo Plaza Mall managed their advertising business more efficiently in terms of transaction processing and report generation.

The proponents recommend the adoption of the proposed system with the consideration of the following use of wider screen LCD television for the media board to provide better display of advertisement, use of high quality Bluetooth and a mail server for immediate sending of emails

for confirmation and notification to provide better service to the receiver. Although an in-depth evaluation was done on the digital marketing in this study, the proponents further recommends thorough research on digital signage technology to discover its full potential in improving the way things are being done, both in commercial and residential use.