

Android Mall Advertising System

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Today, the advertising industry has become a huge industry because of the large number of products and services being offered. As a result, the competition has also increased, requiring every businessman to promote his products and services in the best possible manner. This has further led to the development of new advertising techniques and an increase in the number of advertising agencies which are available today. The aim of every promotional campaign is to enable the products to reach the right people by increasing the awareness about the product, its benefits and drawbacks. This is important for the success of a business. Our project, called Near Deal, is a real advertising system dedicated for big malls, events, parades, exhibitions, museums, and others. As a smart phone owner is walking in a mall, and when he/she is close to any shop, a mobile application that is already installed on the smart phone will pop up information about that shop and any offers or sale information inside the shop.

Near Deal, is an Android application that intended to deliver advertisements to the largest possible class of people by the lowest cost at the most appropriate time. Near Deal uses techniques to locate people location and sends a notification about the most important near advertisements, offers and discounts that are close to people with the ability to browse these advertisements anytime and anywhere. What distinguishes this project from similar projects is that these notifications can arrive in enclosed places where Bluetooth technology has been used to make it possible. This will benefit both parties (shop owner and customer) so that the customers can see the best offers close to them and recognize different shops during the walk through whether these shops are internal or external. On the other hand, the shop owners will be assured that their advertisements have reached the right customers at the best time in a nice way so there is no need for paper or television advertisements that may not reach the right customers and may be more expensive as well.

Near deal application has the ability to track customer's location permanently and pushes notifications about nearby shops advertisements, whether these shops are located in indoor or outdoor areas. The specialist idea of this project in addition to its interest of the shops that are located in outdoor areas, its interest in shops located in the indoor areas where GPS technology is difficult to be used because of its poor accuracy in the interior. Near deal project has come to solve this in a simple and inexpensive way. Indoor localization is one of the main difficulties we faced in establishing our project especially that the use of GPS technology will not be useful because of its weakness in the enclosed areas. That's why we started to think in another way to achieve the desired goal of this project, we resorted to use of hardware sends a signal picked up by the phone on which the III application was installed when the customer is within a certain distance of this shop. This project is creating innovative new idea for marketing and shopping in Jordan.