

# Public Information Display System And Method

**Application Number:** 201821043971

**Inventors:** Amruta Powar, Dr. Satvasheel Powar, Dinesh Gawade

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## ABSTRACT

A public information display system includes an information collecting member (100) adapted to collect a plurality of informative data of objects (O) from a first surrounding (S1). Further, a microcontroller (200) is coupled to the information collecting member (100) to receive and packetized the collected informative data. Further, a control unit (300) includes predetermined visual contents (310). The control unit (300) is coupled to the microcontroller (200) to receive the packetized collected informative data from the microcontroller (200) to process thereto to select relevant visual content based on the first surrounding (S1). The selection of the relevant visual content is based on a maximum number of an object in the first surrounding (S1). Furthermore, a display device (400) is disposed in a second surrounding (S2), at a distance (D) from the information collecting member (100) in the first surrounding (S1), to display relevant visual content.

## KEY APPLICATION AREAS

1. Smart advertising and digital signage.
2. Intelligent transportation systems (ITS).
3. Smart city infrastructure.
4. Traffic and commuter information systems.
5. Public information dissemination.
6. IoT-based display and communication systems.

## POTENTIAL USE CASES

1. Dynamic roadside advertisement based on traffic demographics.
2. Real-time public announcements and emergency alerts.
3. Targeted advertising for specific vehicle/user categories.
4. Information displays at highways, intersections, and public places.

5. Smart billboards with audience analytics.

6. Transit hubs (bus stops, railway stations, airports) for adaptive content display.