Chapter-I

INTRODUCTION

1.1 About Luminosoft

Luminosoft vision is to become an exclusive on-line community created to gather valuable consumer insights for our advertisers and our partners. It is a medium for engaging consumers (and commuters - whether traveling by car or public transport) and encouraging them to speak up and share their opinions. We can ignite conversations, ask questions, discern trends, or simply find out what is top of mind, and share back with you.

Currently we have a full list of LED products like Led Display, Scrolling Led Display each with its characteristics and special benefits to meet the needs of a particular application. The Led Scrolling Display product is Advertisement Supported Programs in Any kind of Applications.

Our LED and Scrolling Displays are Amazing Effects, Brilliant colour, Excellent Performance with custom Shapes and Edges. LED Displays is standard 5 volt operated and serves to illuminate formed and shaped plates under vacuum

It also takes longer than 100,000 hours, saving maintenance costs and energy use. Our service has the seal of quality assurance (QA) were allowed, so you can be sure that you can get the best project management skills.

Chapter-II

LETERATURE REVIEW

2.1 Traditional or print billboards:

They have been an advertising standard for years. Traditional billboards are usually made of vinyl or paper with lights used to surround the boards so they can be seen better at night. Businesses are able to promote products to a wide audience, which is ideal for most companies. However, traditional billboards are steadily becoming a thing of the past due to maintenance and lack of variation in what may be promoted on the signage. The signs can often be troublesome to put up and intolerant of inclement weather. Maintaining these signs can be costly due to the labour required [1].

Though traditional billboards still have the ability to capture an audience, they don't draw the same attention as digital billboards. A study done by the U.S. Department of Transportation Federal Highway Administration found that during visible time, drivers tend to gaze at digital signs 63 % of the time vs. the 37 % for standard billboards on urban roads.

2.2 Digital Billboards:

They use LED arrays to display computer-automated messages and images. Because electronic billboards are controlled and operated using a computer, they are much easier to change and maintain than traditional billboards. Digital billboards offer businesses the opportunity to update and modify messages to their audience as often as possible with the use of a computer. Basic pixels in a billboard consist of red, blue and green LEDs. Using a microprocessor or logic chip, the LEDs communicate with the computer to enhance, change or colour mix to adjust the sign. With this technology, a multitude of colours can be displayed, making advertisements more captivating, lively and memorable. LED billboards are also much easier to see at night, unlike traditional boards, and can run for extended periods of time [2].

The average cost for a digital billboard can vary widely due to the size and the location. Cost may also fluctuate depending on time of year, location, product demand and extent of campaign. Many businesses find this a little too steep, considering we are sharing advertising space with several other companies, and our message may only show for 8 seconds every few minutes. Plus, print billboards can be as low as 5000 rupees a month. Traditional billboards are considered more cost effective upfront, but LED boards have actually proven to have more of an impact on audiences

Drivers zipping down the freeway can't help but notice the constantly changing messages blazing from the brightly lit screens of LED billboards. While print billboards are often lit up for night time viewing, LED billboards stand out even more with their blazing lights once it gets dark. LED billboards, also referred to as digital billboards, rely on thousands of tiny bulbs that can change colour to display bright colour images rather a huge paper poster that requires installation every time we want to change our advertising message.

Ads appearing on digital billboards appear for eight seconds before the message changes. These ads are shown as part of a 64-second loop, so we share the screen with other companies. Travellers may see our ad multiple times on an LED screen if traffic is slow, and the billboard can be seen from a long distance. Print billboard ads stay the same until an installation team removes the ad or it starts to fall off the billboard due to age or weather conditions. [3]

Traditional billboard ads start to look faded and dirty after months of use unless the posters are replaced often. Since LED billboards rely on lights rather than vinyl to spread their message, they don't start peeling or look dingy. While a few lights might go out on a digital billboard, the typical LED bulb lasts 100,000 hours, or about 11 years, says OAI, a manufacturer of LED billboards, so there's little worry about the billboards looking rundown unless a power failure occurs.

One of the main benefits of using digital billboard advertising to reach mobile consumers is the ease with which we can change our ads -- unlike print ads that are unchangeable without incurring more cost once the publication hits the printer. We can also react more quickly to changing market conditions with digital billboards, allowing our message to reflect changes in pricing or information. Our company can even put more than one ad in the loop, giving us a chance to reach even more prospects, rather than waiting for more than a minute to get the opportunity to again grab a driver's attention.

Chapter-III

PROBLEM IDENTIFICATION

3.1 Pros and Cons of Traditional Billboards:

It wasn't all that long ago that new technology caught up to the old formula and the birth of the digital billboard was conceived, bringing a whole new dimension and conflict to the advertising vessel. With digital, there is no more waiting for weather, printers, or installers. All we have to do is save our JPEG, TIF, or movie file, upload it to a server, and we are live, rain or shine. As a designer, I love the instant gratification of the digital media, but I also understand that by updating the process, we are eliminating the need for a lot of people who were used to make the traditional method possible, and even with that savings in manpower, the difference in cost is not usually passed down to the client.

Even though I personally like the digital format, I have found that a print billboard is sometimes more effective than a potentially animated advertisement. With print, we have one panel to create a clear, distinct message without the intrusion of technological distractions. As a designer, we are more focused on getting the message out faster, which is key when marketing to people passing our creation at 50 miles per hour or more. Another point for print is that its message is dedicated: one billboard, one ad. With digital, there are usually multiple advertisements sharing the same space, which could lead to our ad never being seen by a large amount of those who may pass it by.

3.2 Pros and Cons of Digital Billboards:

For all the pros and cons that accompany this media, there is a solution, which is to strategically place the right advertising in the right location. Now that digital billboards are becoming more common, more and more people are better understanding the importance of their placement. Roadways are great for traditional print billboards and always have been. Digital is effective in those places where there is a lot of foot traffic. Big cities started installing them in entrances leading down to subways.

We come with solutions of both types static and digital billboards. Our goal is to provide perfect solutions to advertisers; either it is a printed board, a website, social media and digital billboards. Hence, the main goal of this website is to introduce you about our Business idea which names as Luminosoft Media.

Chapter-IV

METHODOLOGY

4.1.1 DFD

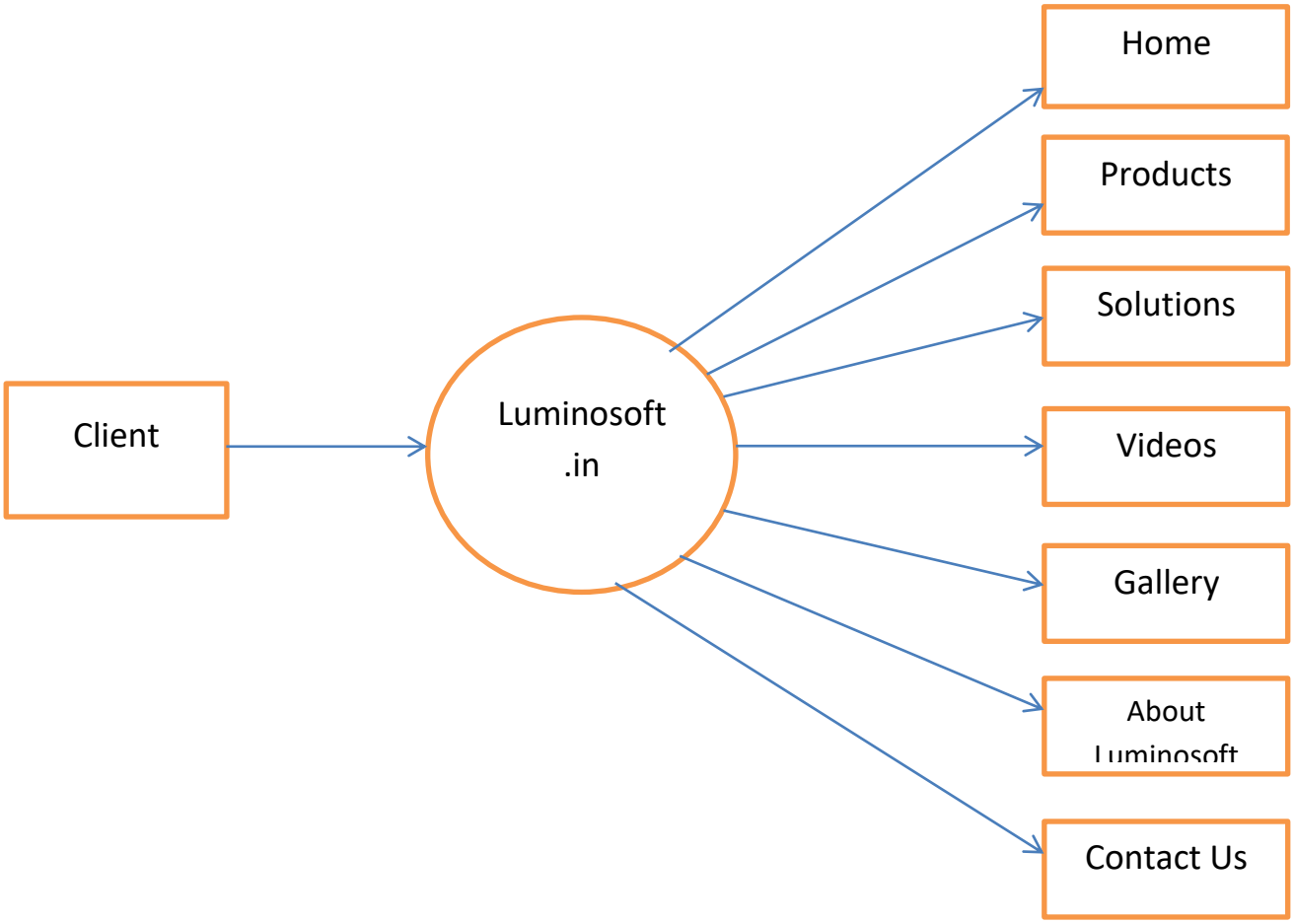

Fig: 4.1 Data Flow Diagram

4.1.2 FLOWCHART

1. Website Design:
   A physical design of the website in development.

2. Website Development:
   An organizational proposal for development of the website.

3. Website Implementation:
   Organization starts using our new updated website.

4. Website Maintenance:
   The website is continuously monitored and adjusted as needed until it is a time for total revaluation.

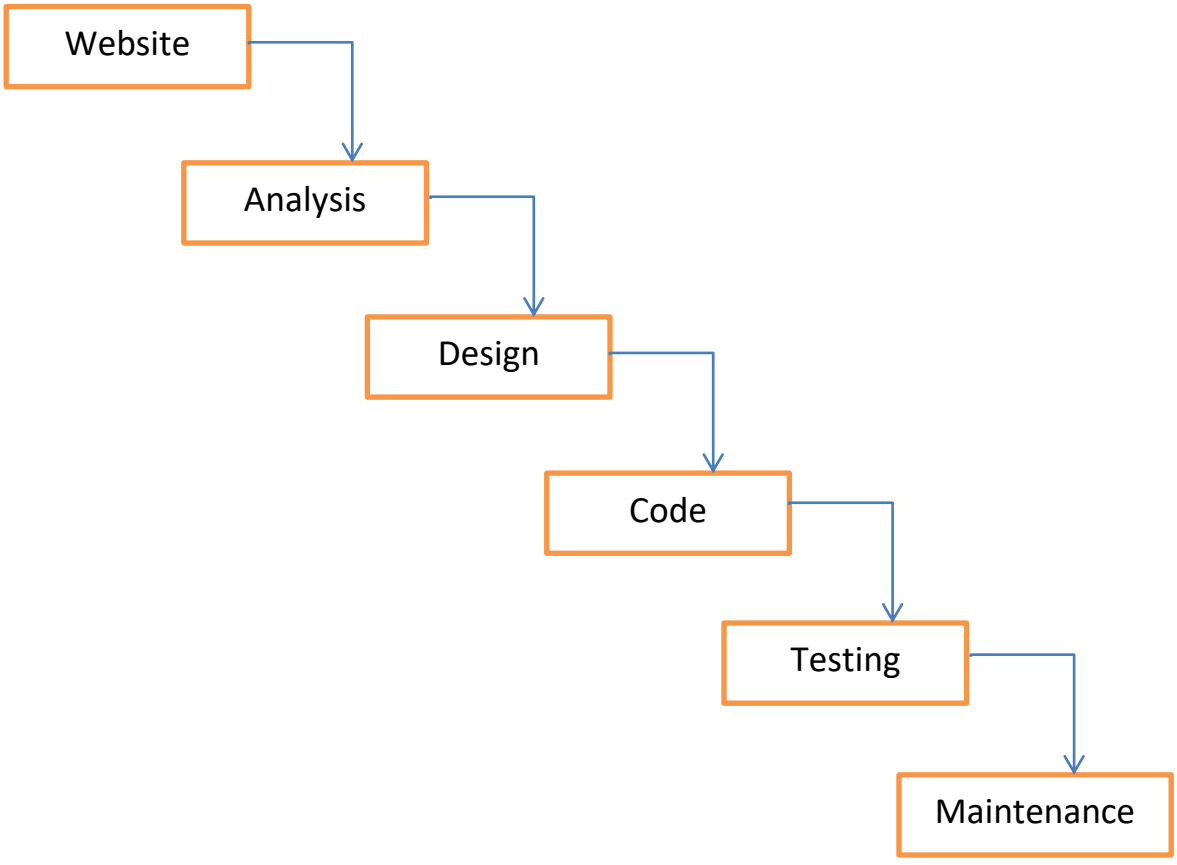

Fig 4.2 Flow Chart

4.2.1 HTML

Hypertext Markup Language (**HTML**) is the standard markup language for creating web pages and web applications. With Cascading Style Sheets (CSS) and JavaScript it forms a triad of cornerstone technologies for the World Wide Web.

Web browsers receive HTML documents from a webserver or from local storage and render them into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document.HTML elements are the building blocks of HTML pages.

With HTML constructs, images and other objects, such as interactive forms, may be embedded into the rendered page. It provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, lists, links, quotes and other items.

HTML elements are delineated by *tags*, written using angle brackets. Tags such as <img >and introduce <html /> content into the page directly. Others such as <p> <p /> surround and provide information about document text and may include other tags as sub-elements. Browsers do not display the HTML tags, but use them to interpret the content of the page.

HTML can embed programs written in a scripting language such as JavaScript which affect the behaviour and content of web pages. Inclusion of CSS defines the look and layout of content. The World Wide Web Consortium (W3C), maintainer of both the HTML and the CSS standards, has encouraged the use of CSS over explicit presentational HTML since 1997.

MARKUP

HTML markup consists of several key components, including those called tags (and their attributes), character-based data types, character references and entity references. HTML tags most commonly come in pairs like <h1> </h1> , although some represent empty elements and so are unpaired, for example.

The first tag in such a pair is the start tag, and the second is the end tag (they are also called opening tags and closing. tags).

Another important component is the HTML document type declaration, which triggers standards mode rendering

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 1.0 Transitional//EN"
"http://www.w3.org/TR/html1/DTD/html1-transitional.dtd">

<html>

        <head>

                <title>This is a title</title>

        </head>

        <body>

        <p>Hello world!</p>

                <table cellpadding="5" cellspacing="5" border="10">

                <tr>

                <th>Name</th>

                        <th>Roll no</th>

                        <th>Marks</th>
```

```
</tr>
<tr>
                <td>Nekhilesh</td>
        <td>38</td>
                <td>50</td>
        </tr>
        </table>
    </body>
</html>
```

4.2.2 HTML 5

HTML5 is a markup language used for structuring and presenting content on the World Wide Web. It is the fifth and current version of the HTML standard.

It was published in October 2014 by the World Wide Web Consortium (W3C) to improve the language with support for the latest multimedia, while keeping it both easily readable by humans and consistently understood by computers and devices such as web browsers, parsers, etc. HTML5 is intended to subsume not only HTML 4, but also XHTML 1 and DOM Level 2 HTML.

HTML5 includes detailed processing models to encourage more interoperable implementations; it extends, improves and rationalizes the markup available for documents, and introduces markup and application programming interfaces (APIs) for complex web applications. For the same reasons, HTML5 is also a candidate for cross-platform mobile applications, because it includes features designed with low-powered devices in mind.

Many new syntactic features are included. To natively include and handle multimedia and graphical content, the new <video>,<audio> and elements were added, and support for scalable vector graphics (SVG) content and Math ML for mathematical formulas. To enrich the semantic content of documents, new page structure.Elements<main>, <section>,<article>,<header>,<footer>,<aside>,<nav> and <figure>, are added. New attributes are introduced, some elements and attributes have been removed, and others such as <a>,<cite> and <menu> have been changed, redefined or standardized.

The APIs and Document Object Model (DOM) are now fundamental parts of the HTML5 specification and HTML5 also better defines the processing for any invalid documents.

MARKUP

HTML5 introduces elements and attributes that reflect typical usage on modern websites. Some of them are semantic replacements for common uses of generic block ( ) and inline () elements, for example <nav> (website navigation block), <footer> (usually referring to bottom of web page or to last lines of HTML code),

Or <audio>and<video> instead of <object>. Some deprecated elements from HTML 4.01 have been dropped, including purely presentational elements such as <font> and , whose effects have long been superseded by the more capable Cascading Style Sheets.[39] There is also a renewed emphasis on the importance of DOM scripting (e.g., JavaScript) in Web behaviour.

```
<!DOCTYPE html >
<html>
    <head>
        <title>This is a title</title>
    </head>
    <body>
    <p>Hello world!</p>
        <table cellpadding="5" cellspacing="5" border="10">
        <tr>
        <th>Name</th>
            <th>Roll no</th>
            <th>Marks</th>
</tr>
<tr>
            <td>Nekhilesh</td>
```

```
                    <td>38</td>

                        <td>50</td>

                    </tr>

                    </table>

                </body>

            </html>
```

4.2.3 XML

Extensible Markup Language (**XML**) is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable. The W3C's XML 1.0 Specification and several other related specifications—all of them free open standards—define XML.

The design goals of XML emphasize simplicity, generality, and usability across the Internet. It is a textual data format with strong support via Unicode for different human languages. Although the design of XML focuses on documents, the language is widely used for the representation of arbitrary data structures such as those used in web services.

Several schema systems exist to aid in the definition of XML-based languages, while programmers have developed many application programming interfaces (APIs) to aid the processing of XML data.

Example:

```
<breakfast_menu>
<food>
<name>Belgian Waffles</name>
<price>$5.95</price>
<description>
Two of our famous Belgian Waffles with plenty of real maple syrup
</description>
<calories>650</calories>
</food>
<food>
<name>Strawberry Belgian Waffles</name>
<price>$7.95</price>
<description>
Light Belgian waffles covered with strawberries and whipped cream
</description>
<calories>900</calories>
</food>
<food>
<name>Berry-Berry Belgian Waffles</name>
<price>$8.95</price>
<description>
Light Belgian waffles covered with an assortment of fresh berries and whipped
cream
</description>
```

```
<calories>900</calories>
</food>
<food>
<name>French Toast</name>
<price>$4.50</price>
<description>
Thick slices made from our homemade sourdough bread
</description>


<calories>600</calories>
</food>
<food>
<name>Homestyle Breakfast</name>
<price>$6.95</price>
<description>
Two eggs, bacon or sausage, toast, and our ever-popular hash browns
</description>
<calories>950</calories>
</food>
</breakfast_menu>
```

4.2.4 XHTML

Extensible Hypertext Markup Language (**XHTML**) is part of the family of XML markup languages. It mirrors or extends versions of the widely used Hypertext Markup Language (HTML), the language in which Web pages are formulated.

While HTML, prior to HTML5, was defined as an application of Standard Generalized Markup Language (SGML), a flexible markup language framework, XHTML is an application of XML, a more restrictive subset of SGML. XHTML documents are well-formed and may therefore be parsed using standard XML parsers, unlike HTML, which requires a lenient HTML-specific parser.

XHTML 1.0 became a World Wide Web Consortium (W3C) Recommendation on January 26, 2000. XHTML 1.1 became a W3C Recommendation on May 31, 2001. The standard known as XHTML5 is being developed as an XML adaptation of the HTML5 specification.

Example:

```
<?xml version="1.0" encoding="UTF-8"?>

<!DOCTYPEhtmlPUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN""DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">

<head>

<title> Strict DTD XHTML Example </title>

</head>

<body>

<p>Please Choose a Day:<br /><br />

<selectname="day"><option selected= "selected">kkMonday</option>

<option>Tuesday</option>

<option>Wednesday</option>
```

```
        </select>


        </p>
        </body>
    </html>
```

4.2.5 DOM

The **Document Object Model** (**DOM**) is a cross-platform and language-independent application programming interface that treats an HTML, XHTML, or XML document as a tree structure wherein each node is an object representing a part of the document. The objects can be manipulated programmatically and any visible changes occurring as a result may then be reflected in the display of the document.

Principal standardization of DOM was handled by the W3C, which last developed a recommendation in 2004. WHATWG took over development of the standard, publishing it as a living document. The W3C now publishes stable snapshots of the WHATWG standard.

The W3C DOM Working Group published its final recommendation and subsequently disbanded in 2004. Development efforts migrated to the WHATWG, which continues to maintain a living standard. In 2009, the Web Applications group reorganized DOM activities at the W3C. In 2013, due to a lack of progress and the impending release of HTML5, the DOM Level 4 specification was reassigned to the HTML Working Group to expedite its completion. Meanwhile, in 2015, the Web Applications group was disbanded and DOM stewardship passed to the Web Platform group. Beginning with the publication of DOM Level 4 in 2015, the W3C creates new recommendations based on snapshots of the WHATWG standard.

- DOM Level 1 provided a complete model for an entire HTML or XML document, including means to change any portion of the document.
- DOM Level 2 was published in late 2000. It introduced the <getElementById> function as well as an event model and support for XML namespaces and CSS.
- DOM Level 3, published in April 2004, added support for XPath and keyboard event handling, as well as an interface for serializing documents as XML.
- DOM Level 4 was published in 2015. It is a snapshot of the WHATWG living standard.

APPLICATIONS:

Web browsers

To render a document such as an HTML page, most web browsers use an internal model similar to the **DOM**. The nodes of every document are organized in a tree structure, called the DOM tree, with the topmost node named as "Document object". When an HTML page is rendered in browsers, the browser downloads the HTML into local memory and automatically parses it to display the page on screen.

The DOM is also the way JavaScript transmits the state of the browser in HTML pages.

JavaScript

When a web page is loaded, the browser creates a Document Object Model of the page.

With the object model, JavaScript is fully enabled to create dynamic HTML.

- JavaScript can add, change, and remove all the HTML elements and attributes in the page.
- JavaScript can change all the CSS styles in the page.
- JavaScript can react to all existing events in the page.
- JavaScript can create new events in the page.

4.2.6 AJAX

Ajax (also AJAX; short for *asynchronous JavaScript and XML*) is a set of Web development techniques using many Web technologies on the client side to create asynchronous Web applications. With Ajax, Web applications can send data to and retrieve from a server asynchronously (in the background) without interfering with the display and behaviour of the existing page. By decoupling the data interchange layer from the presentation layer, Ajax allows for Web pages, and by extension Web applications, to change content dynamically without the need to reload the entire page. In practice, modern implementations commonly substitute JSON for XML due to the advantages of being native to JavaScript.

Ajax is not a single technology, but rather a group of technologies. HTML and CSS can be used in combination to mark up and style information. The DOM is accessed with JavaScript to dynamically display – and allow the user to interact with – the information presented. JavaScript and the XMLHttpRequest object provide a method for exchanging data asynchronously between browser and server to avoid full page reloads.

Example:

```
<!DOCTYPE html>
<html>
<body>

<div id="demo">
  <h2>Let AJAX change this text</h2>
  <button type="button" onclick="loadDoc()">Change Content</button>
</div>

</body>
</html
```

```
function loadDoc() {
  var xhttp = new XMLHttpRequest();
  xhttp.onreadystatechange = function() {
    if (this.readyState == 4 && this.status == 200) {
     document.getElementById("demo").innerHTML = this.responseText;
    }
  };
  xhttp.open("GET", "ajax_info.txt", true);
  xhttp.send();
}
```

How AJAX Works

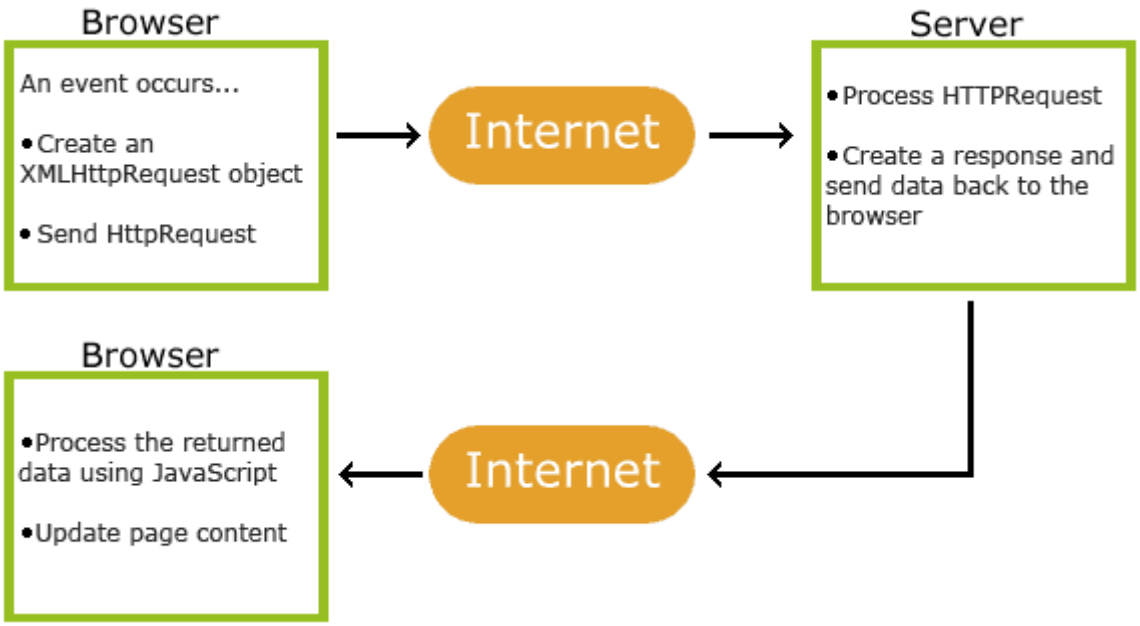

Fig.4.3 Ajax Working

AJAX = **A**synchronous **J**avaScript **A**nd **X**ML.

AJAX is not a programming language.

AJAX just uses a combination of:

4.2.7 CSS

Cascading Style Sheets (**CSS**) is a style sheet language used for describing the presentation of a document written in a markup language. Although most often used to set the visual style of web pages and user interfaces written in HTML and XHTML, the language can be applied to any XML document, including plain XML, SVG and XUL, and is applicable to rendering in speech, or on other media. Along with HTML and JavaScript, CSS is a cornerstone technology used by most websites to create visually engaging webpages, user interfaces for web applications, and user interfaces for many mobile applications.

CSS is designed primarily to enable the separation of document content from document presentation, including aspects such as the layout, colours, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple HTML pages to share formatting by specifying the relevant CSS in a separate .css file, and reduce complexity and repetition in the structural content.

Separation of formatting and content makes it possible to present the same markup page in different styles for different rendering methods, such as on-screen, in print, by voice (via speech-based browser or screen reader), and on Braille-based tactile devices. It can also display the web page differently depending on the screen size or viewing device. Readers can also specify a different style sheet, such as a CSS file stored on their own computer, to override the one the author specified.

Changes to the graphic design of a document (or hundreds of documents) can be applied quickly and easily, by editing a few lines in the CSS file they use, rather than by changing markup in the documents.

CSS specification describes a priority scheme to determine which style rules apply if more than one rule matches against a particular element. In this so-called cascade, priorities (or weights) are calculated and assigned to rules, so that the results are predictable.

The CSS specifications are maintained by the World Wide Web Consortium (W3C). Internet media type (MIME type)text/css is registered for use with CSS by RFC 2318 (March 1998). The W3C operates a free CSS validation service for CSS documents.

Example:

```
<html>
    <head>
        <titel>CSS Example</title>
        <script>
  h3 { color: red; font-size: 3em; text-decoration: underline; }

        </script>
    </head>
<body>
        <h3>This is simple Paragraph</h3>
    <ul>
            <li>Home</li>
            <li>Products</li>
            <li>About Us</li>
            <li>Contact Us</li>
    </ul>
</body>
</html>
```

4.2.8 CSS 3

CSS3 is the latest standard for CSS. It is completely backwards-compatible with earlier versions of CSS. This section teaches you about the new features in CSS3.

CSS3 Modules

CSS3 has been split into "modules". It contains the "old CSS specification" (which has been split into smaller pieces). In addition, new modules are added.

Some of the most important CSS3 modules are:

- Selectors
- Box Model
- Backgrounds and Borders
- Image Values and Replaced Content
- Text Effects
- 2D/3D Transformations
- Animations
- Multiple Column Layout
- User Interface

Most of the new CSS3 properties are implemented in modern browsers.

CSS3 Rounded Corners

With the CSS3 border radius property, you can give any element "rounded corners".

Browser Support

The numbers in the table specify the first browser version that fully supports the property.

Numbers followed by -webkit- or -moz- specify the first version that worked with a prefix.

CSS3 border-radius Property.

With CSS3, you can give any element "rounded corners", by using the border-radius property.

Example:

```
#rcorners1 {
    border-radius: 25px;
    background: #73AD21;
    padding: 20px;
    width: 200px;
    height: 150px;
}

#rcorners2 {
    border-radius: 25px;
    border: 2px solid #73AD21;
    padding: 20px;
    width: 200px;
    height: 150px;
}

#rcorners3 {
    border-radius: 25px;
    background: url(paper.gif);
    background-position: left top;
    background-repeat: repeat;
    padding: 20px;
    width: 200px;
    height: 150px;
}
```

4.2.9 JAVASCRIPT

JavaScript is a high-level, dynamic, untyped, and interpreted programming language. It has been standardized in the ECMAScript language specification. Alongside HTML and CSS, JavaScript is one of the three core technologies of World Wide Web content production; the majority of websites employ it, and all modern Web browsers support it without the need for plug-ins.

JavaScript is prototype-based with first-class functions, making it a multi-paradigm language, supporting object-oriented,imperative, and functional programming styles. It has an API for working with text, arrays, dates and regular expressions, but does not include any I/O, such as networking, storage, or graphics facilities, relying for these upon the host environment in which it is embedded.

Although there are strong outward similarities between JavaScript and Java, including language name, syntax, and respective standard libraries, the two are distinct languages and differ greatly in their design. JavaScript was influenced by programming languages such as Self and Scheme.

JavaScript is also used in environments that are not Web-based, such as PDF documents, site-specific browsers, and desktop widgets. Newer and faster JavaScript virtual machines (VMs) and platforms built upon them have also increased the popularity of JavaScript for server-side

Web applications. On the client side, developers have traditionally implemented JavaScript as an interpreted language, but more recent browsers perform just-in-time compilation. Programmers also use JavaScript in video-game development, in crafting desktop and mobile applications, and in server-side network programming with run-time environments such as Node.js.

Server-side JavaScript

In December 1995, soon after releasing JavaScript for browsers, Netscape introduced an implementation of the language for server-side scripting with Netscape Enterprise Server.

Since the mid-2000s, additional server-side JavaScript implementations have been introduced, such as Node.js in 2009.

Example:

```
<!DOCTYPE html>

<html>

<head>

<script>

functionmyFunction() { document. getElementById ("demo").innerHTML =
"Hello World!";  }

</script>

</head>

<body

<p>When you click "Try it", a function will be called.</p>

<p>The function will display a message.</p>

<button onclick="myFunction()">Try it</button>

<p id="demo"></p>

</body>

</html>
```

4.2.10 J QUERY

jQuery is a cross-platform JavaScript library designed to simplify the client-side scripting of HTML It is free, open-source software using the permissive MIT license. Web analysis indicates that it is the most widely deployed JavaScript library by a large margin.

jQuery's syntax is designed to make it easier to navigate a document, select DOM elements, create animations, handle events, and develop Ajax applications. jQuery also provides capabilities for developers to create plug-ins on top of the JavaScript library. This enables developers to create abstractions for low-level interaction and animation, advanced effects and high-level, theme able widgets. The modular approach to the jQuery library allows the creation of powerful dynamic web pages and Web applications.

The set of jQuery core features—DOM element selections, traversal and manipulation—enabled by its *selector engine* (named "Sizzle" from v1.3), created a new "programming style", fusing algorithms and DOM data structures. This style influenced the architecture of other JavaScript frameworks like YUI v3 and Dojo, later stimulating the creation of the standard *Selectors API*.

Microsoft and Nokia bundle jQuery on their platforms.[7] Microsoft includes it with Visual Studio[8] for use within Microsoft's ASP.NET AJAX and ASP.NET MVC frameworks while Nokia has integrated it into the Web Run-Time widget development platform.

Query, at its core, is a Document Object Model (DOM) manipulation library. The DOM is a tree-structure representation of all the elements of a Web page. jQuery simplifies the syntax for finding, selecting, and manipulating these DOM elements. For example, jQuery can be used for finding an element in the document with a certain property (e.g. all elements with an h1 tag), changing one or more of its attributes (e.g. color, visibility), or making it respond to an event (e.g. a mouse click.

jQuery also provides a paradigm for event handling that goes beyond basic DOM element selection and manipulation. The event assignment and the event callback function definition are done in a single step in a single location in the code. jQuery also aims to incorporate other highly used JavaScript functionality (e.g. fade ins and fade outs when hiding elements, animations by manipulating CSS properties).

\

Example.

```
<!DOCTYPE html>
<html>
<head>
<script
src="https://ajax.googleapis.com/ajax/libs/jquery/3.2.0/jquery.min.js"></script>
<script>
$(document).ready(function(){
   $("p").click(function(){
      $(this).hide();
   });
});
</script>
</head>
<body>\
<p>If you click on me, I will disappear.</p>
<p>Click me away!</p>
<p>Click me too!</p>
</body>
</html>
```

OUTPUT:

If you click on me, I will disappear.

Click me away!

Click me too!

4.2.11 PHP

PHP is a server-side scripting language designed primarily for web development but also used as a general-purpose programming language. Originally created by RasmusLerdorf in 1994, the PHP reference implementation is now produced by The PHP Development Team. PHP originally stood for Personal Home Page, but it now stands for the recursive acronym PHP: Hypertext Preprocessor.

PHP code may be embedded into HTML or HTML5 markup, or it can be used in combination with various web template systems, web content management systems and web frameworks. PHP code is usually processed by a PHP interpreter implemented as a module in the web server or as a Common Gateway Interface (CGI) executable. The web server software combines the results of the interpreted and executed PHP code, which may be any type of data, including images, with the generated web page. PHP code may also be executed with a command-line interface (CLI) and can be used to implement standalone graphical applications.

The standard PHP interpreter, powered by the Zend Engine, is free software released under the PHP License. PHP has been widely ported and can be deployed on most web servers on almost every operating system and platform, free of charge.

The PHP language evolved without a written formal specification or standard until 2014, leaving the canonical PHP interpreter as a de facto standard. Since 2014 work has gone on to create a formal PHP specification.

Example:

```
<!DOCTYPE html>
<html

<body>


<?php
$txt = "Hello world!";
$x = 5;
$y = 10.5;

echo $txt;
echo "<br>";
echo $x;
echo "<br>";
echo $y;
?>


</body>
</html>
```

OUTPUT:

```
Hello world!
5
10.5
```

4.3.1 SOFTWARE REQUIREMENTS

Minimum Software Requirements:

Operating System	:	Windows 2003
Front End	:	HTML, HMTL5, CSS3,
	:	Bootstrap, JavaScript, jQuery
Back End	:	PHP
Database	:	MySQL
Browser	:	IE 0.6, Chrome, Mozilla
Technology	:	CMS
Security	:	Firewall
Code behind	:	JavaScript
Markup language	:	HTML
Development tool	:	Atom

4.3.2 HARDWARE REQUIREMENTS

Minimum Hardware Requirements:

Processor	:	1.6 GHz CPU
RAM	:	1.75 GB RAM
VM Configuration	:	Basic Small VM
HDD	:	10 GB of free space
Keyboard	:	104 keys
Floppy Drive	:	5 MB
Monitor	:	14th SVGA
Mouse	:	Optical Mouse
Network Card	:	Ethernet Card
Modem	:	32 mbps

Chapter-V

RESULTS AND DISCUSSIONS

Significance of our Project

- Digital billboards provide a variety of benefits. Some of the benefits include public safety officials being able to utilize digital billboards for public service announcements (PSAs). Emergency messages can be broadcast and reach mass audiences in a timely manner.[4]

- Things such as weather and traffic concerns could be posted on electronic billboards. The role that digital billboards play in consumer's future will vary from a public service announcement to an eye-catching dinner special.

- Social media is a great way to drive customer interaction and loyalty, and Digital Signage Today predicts it will be even bigger than ever. It's time to bring it to our digital signage networks.[5]

- People are ever-more accustomed to interacting with the world through the filter of their small screen. In particular, looking for new ways to take advantage of that with digital signage. For example, a digital sign might display a QR code for a customer to scan in order to receive a special offer.

- Because ad copy can be swapped so easily, digital billboards give buyers more flexibility than traditional static boards. For example, while static boards are typically bought in four-week increments, digital inventory is sold in daily, weekly, bi-weekly and four-week flights.[6]

- Smart billboards are the future for outdoor campaigns. They facilitate profiling the age and gender of consumers. From this, demographics can be summarised and brands can easily see the groups of people who have viewed their advertising. [7]

- Outdoor advertising also streamlines the touch point connection to mobile channels. The convergence of mobile and outdoor digital advertising has evolved to integrate state-of-the-art technologies.

5.1 HOME PAGE

Our home page gives a brief introduction of Luminosoft. It communicates quickly and clearly to clients which is the primary value proposition of our website. The home page is designed in a way that a client can switch to different pages very easy. Our business offers a number of different products and service categories hence it is must to keep our headline simple. Then we used some short introductory blocks to expand on our different products and solutions.

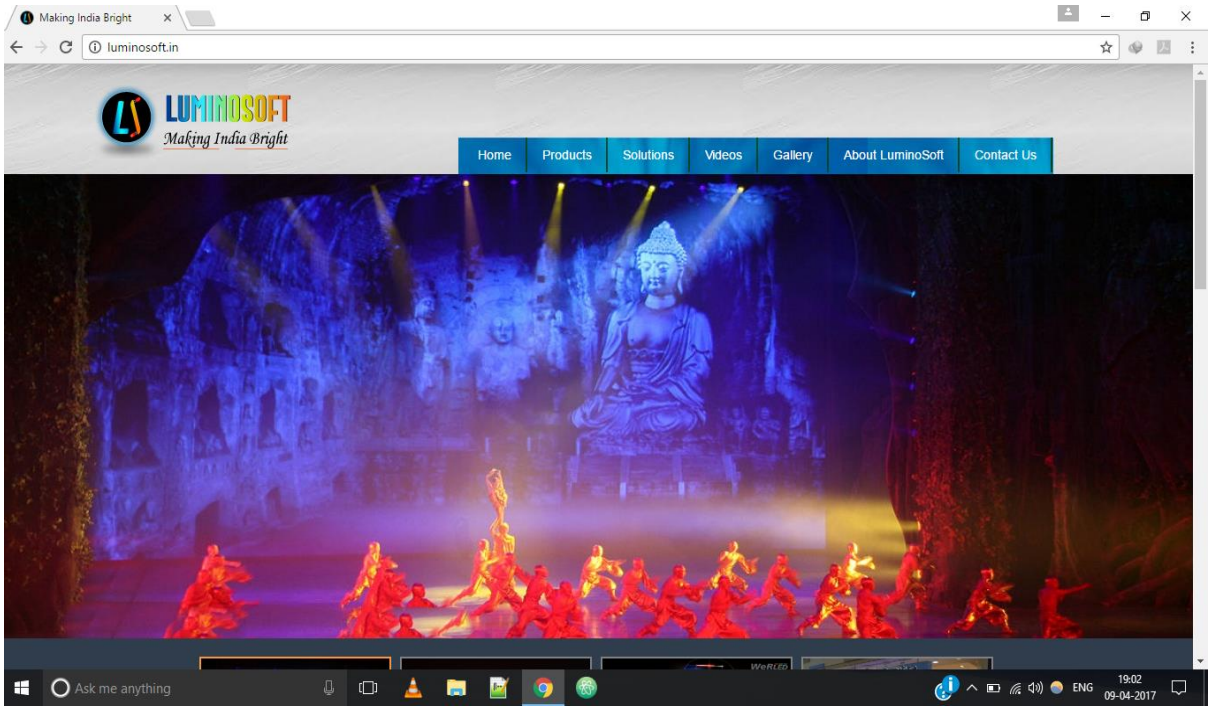

Fig.5.1 Home page (Navigation bar and Banner)

Every Home page of any website must be able to provide a brief over view of website. Our website contains description of each and every product in different pages. We created it to help people, can find second level pages that best matches their immediate interest much easily. By creating links to our second level pages, makes them easily accessible by the users.

As moving further to our navigation bar, we provided links to each nav. element in every page, through which a user can switch to different parts of our website. User can access to all areas of our site.

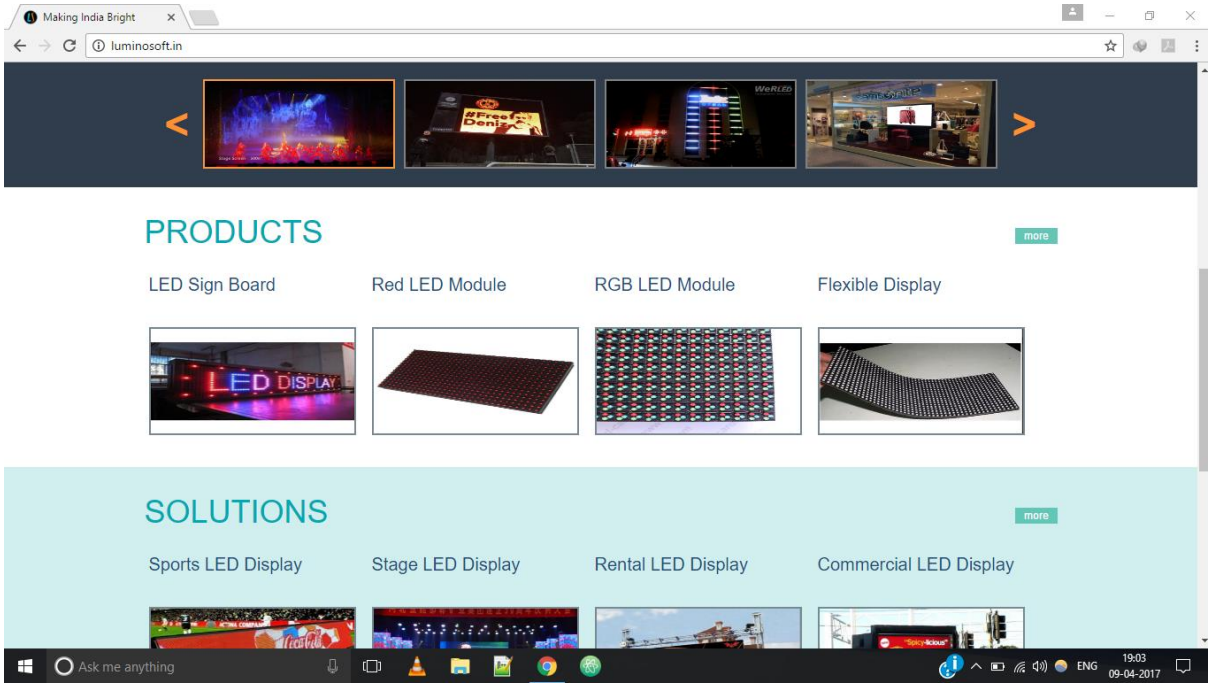

Fig.5.2 Home page (products and solutions blocks)

Hence, our home page in one word is clear and simple. In our mind, we stay focused on helping each user in getting what they want. I want people to quickly understand what our site is about. I want them to be able to find what they want without having to work too hard to find it. And want them to feel comfortable and confident that they have to come to the right place.

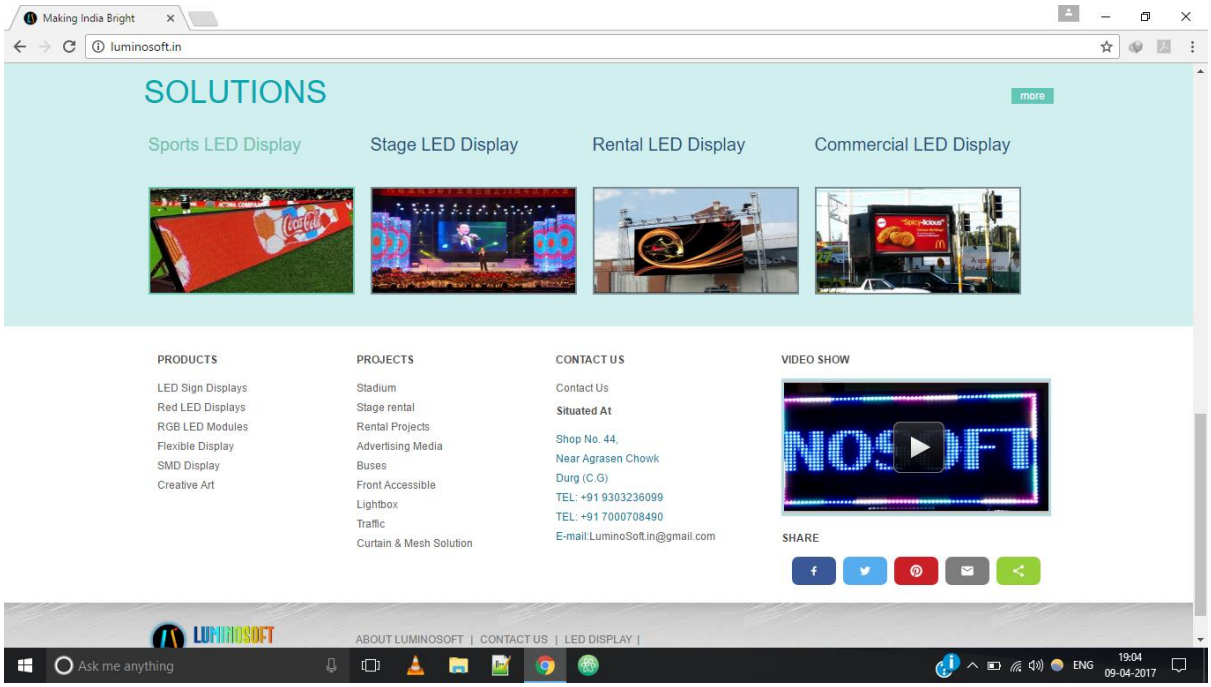

Fig.5.3 Home page (Footer and Share buttons)

5.2 PRODUCTS PAGE

Our products page contains variety of products that matches to all user needs. Each product is described with a brief descriptive text. Well structured products page along with images makes it much user friendly.

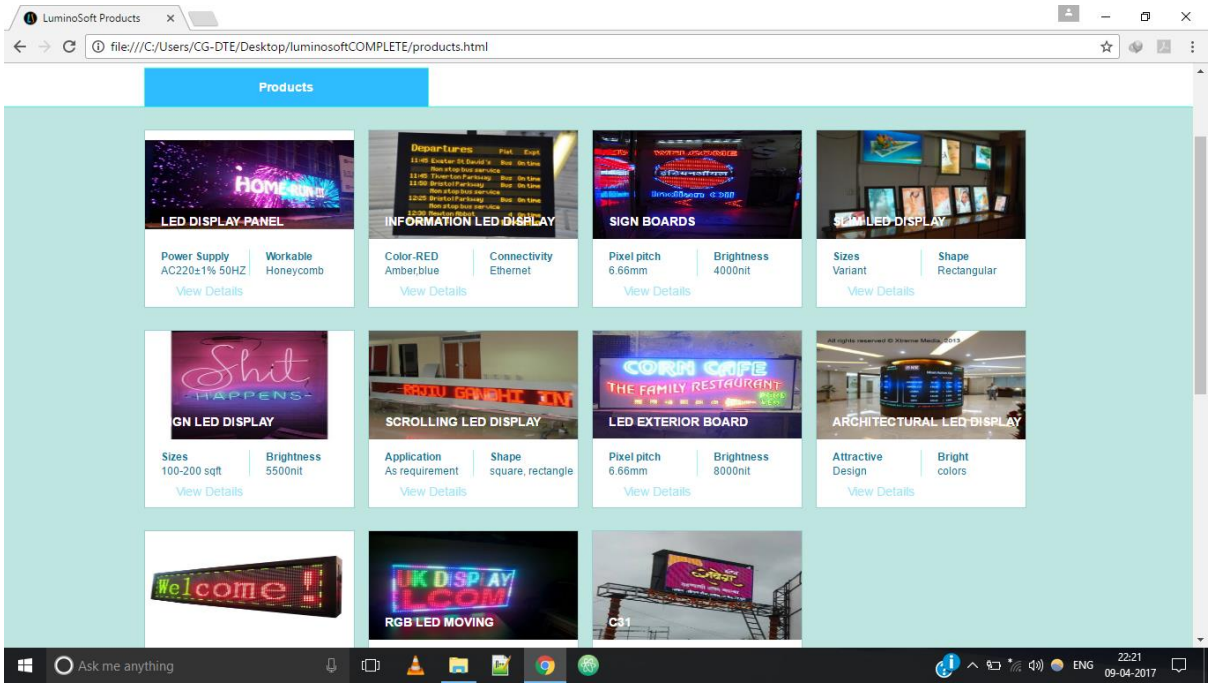

Fig.5.4 Products page (Our Products)

The categories are divided based on the type of products we have. The Products like Led display panels are placed on the top, which are mostly used by business purpose for advertisement. Information led displays are on second which are in higher demands and are mostly used by railways and banks.

The new variety of LED display boards are introduced in our site, which mostly like by the customer. These new type of signage are used in metro cities. The description of all these products is present in our site. In our site prize is also present which is easy for the comparison of rates from another site.

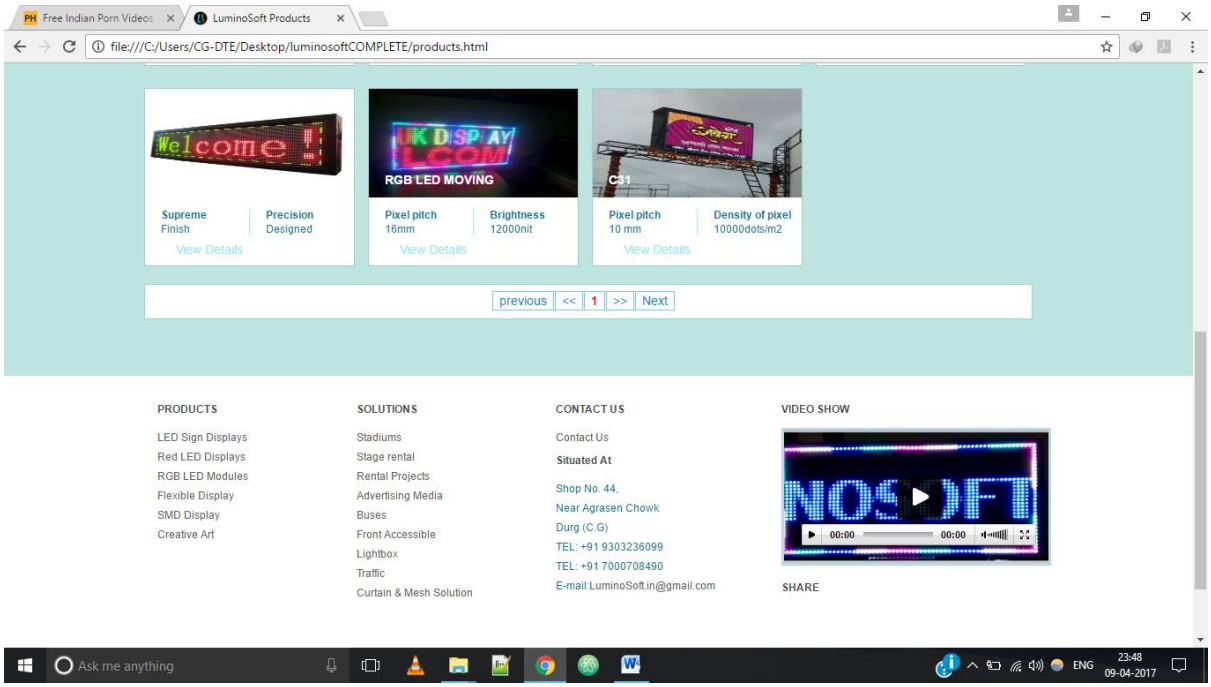

Fig.5.5 Products page (Our products 2)

The new variety of LED display boards are introduced in our site, which mostly like by the customer. These new type of signage are used in metro cities. The description of all these products is present in our site. In our site prize is also present which is easy for the comparison of rates from another site.

Navigation box of product is nice and easy to understand. It is quickly accessible from the navigation box. Customers also get to know the working of our products through the site. And if there is any query related to products then they can easily contact to us for any type of queries.

Our products have appropriate rates as compare to other market rates.

5.3 SOLUTION PAGE

Our solution page contains various types of solution for different customer. Like for what purpose they need LED Displays. We have different blocks for different product so it is easy to find where the required solution is. Fonts are very simple and easy to read the text.

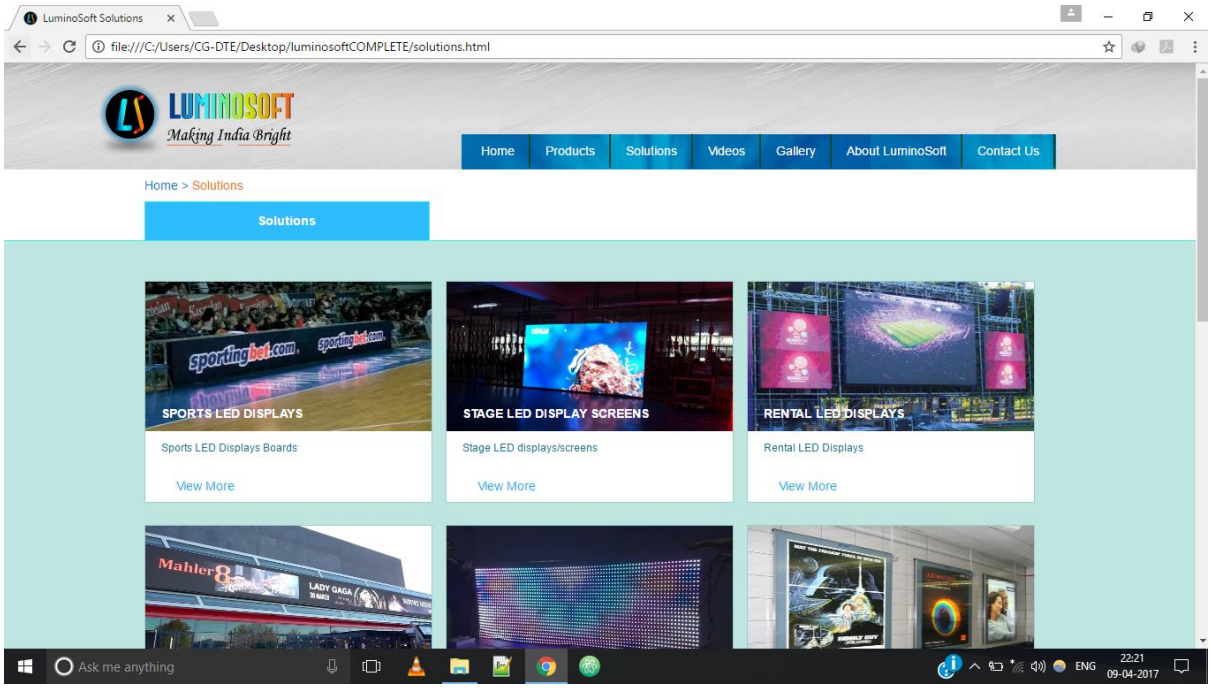

Fig.5.6 Solutions page (Solutions we provide)

Customers can look clearly at all the different products because the size of images is big with high graphics. We explain basic information about the products so that customer can use it according to their need. Solutions correct the deficiency of the missing needs in a society.

The sports and stage LED solution block is placed at top because they are in trend. For sports our LED display works brilliantly as scoreboard and to display various animations. Also in big cities there are concerts in every week so they need our display systems to engage more audience.

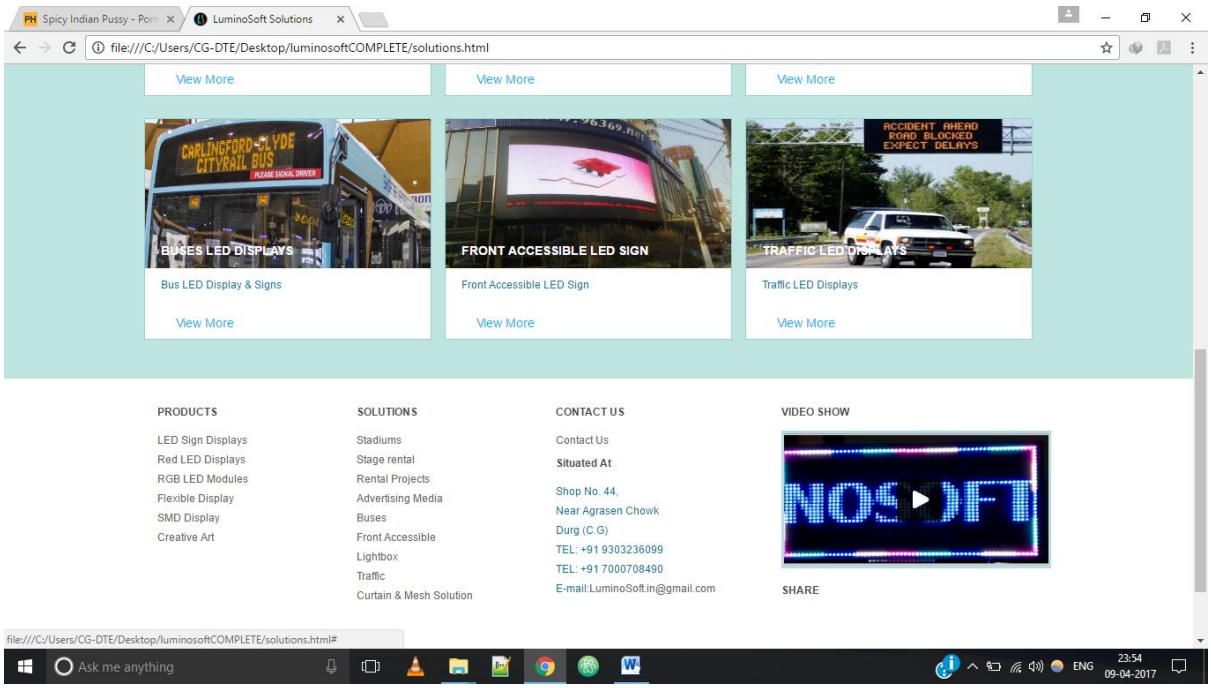

Fig.5.7 Solutions page (Solutions we provide)

The commercial advertising display and bus LED display are at bottom because they are not in trend in small cities. In metro cities there are many shops which have commercial advertising display which increases their sales.

We provide solution for every type of business.

5.4 VIDEOS PAGE

Our video page consists of different products videos. Mainly it is a collection of different products, which we can made available to our customers. Led display panels, led information displays and others.

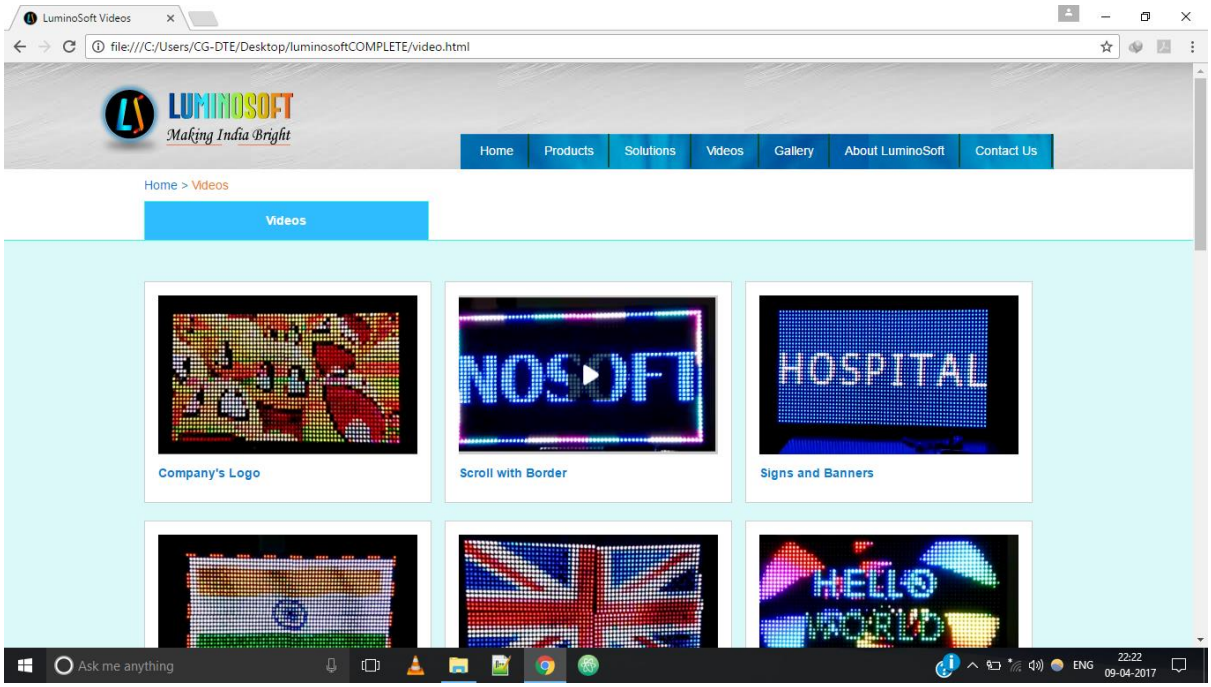

Fig.5.8 Videos page (Video Gallery)

We have created playlist like videos page, if a user opens a particular video; it opens in its different page and queued on the vertical direction. Videos we upload are on to the point and describe all content clearly.

Format of all videos is mp4, which makes them to open in any browser without any delay. Most of the videos are edited to make their quality much better and visual effects to increase brightness.

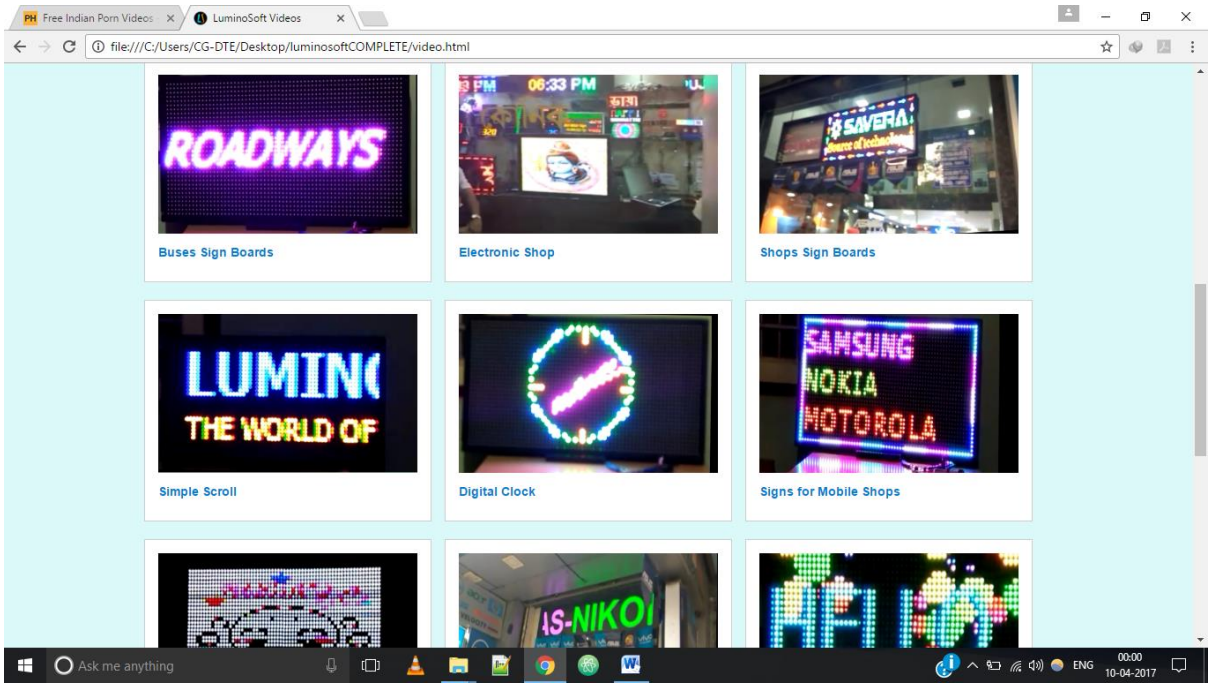

Fig.7.9Videos page (Video Gallery)

Videos can be updated at any time as per the requirements and development in relating technologies. Most of the videos are made at the time of manufacturing of display panels. Hence they are genuine.

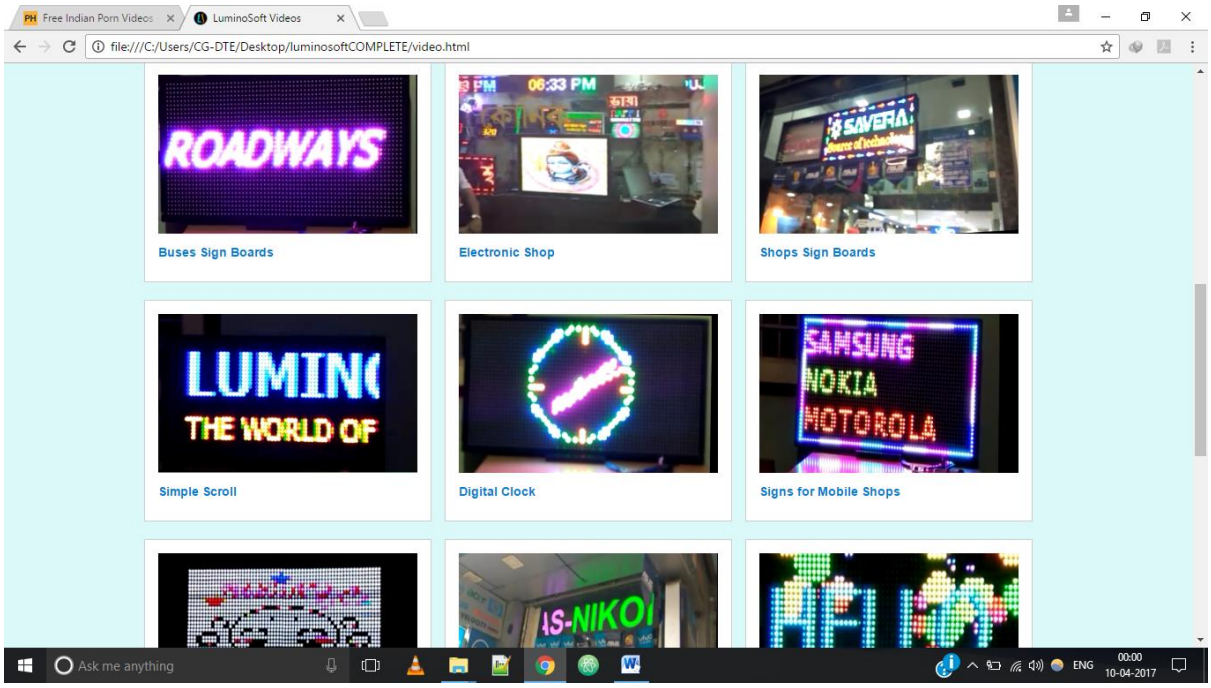

Fig.5.9 Videos page (Video Gallery)

5.5 GALLERY PAGE

Gallery page of our website shows all the products that we made. It also contains images of installed products and some description of the installed products. Like their location of installation and price range.

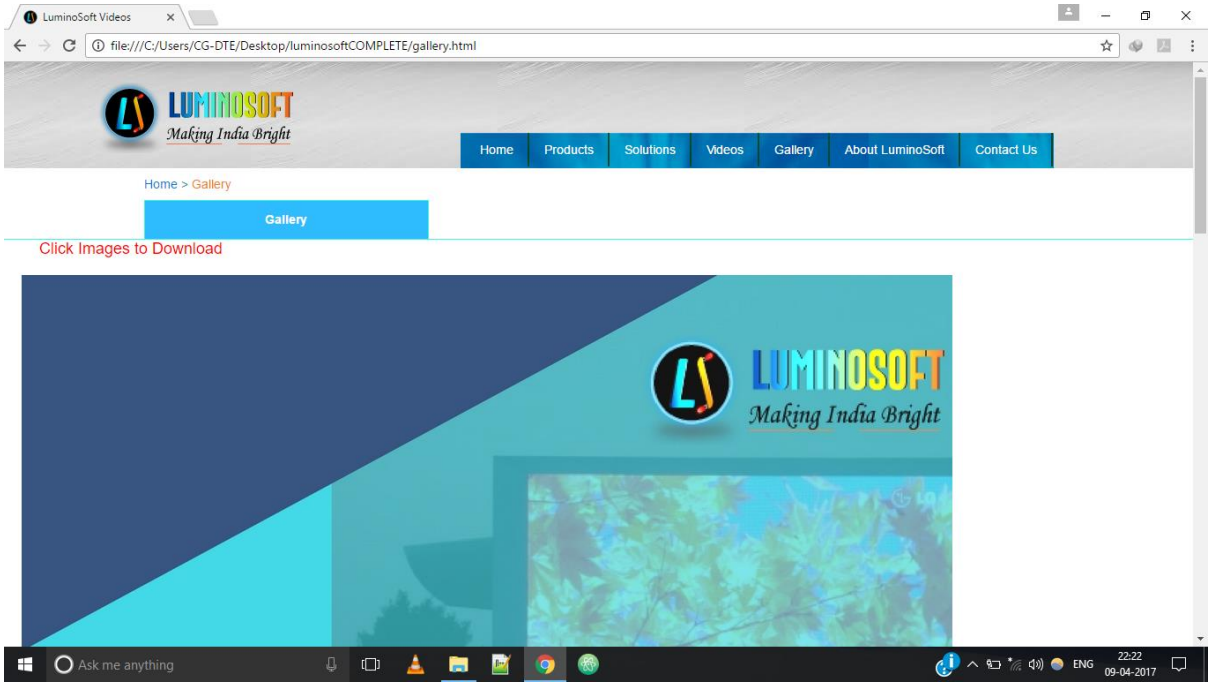

Fig.5.10 Gallery page (Catalogue and rate list)

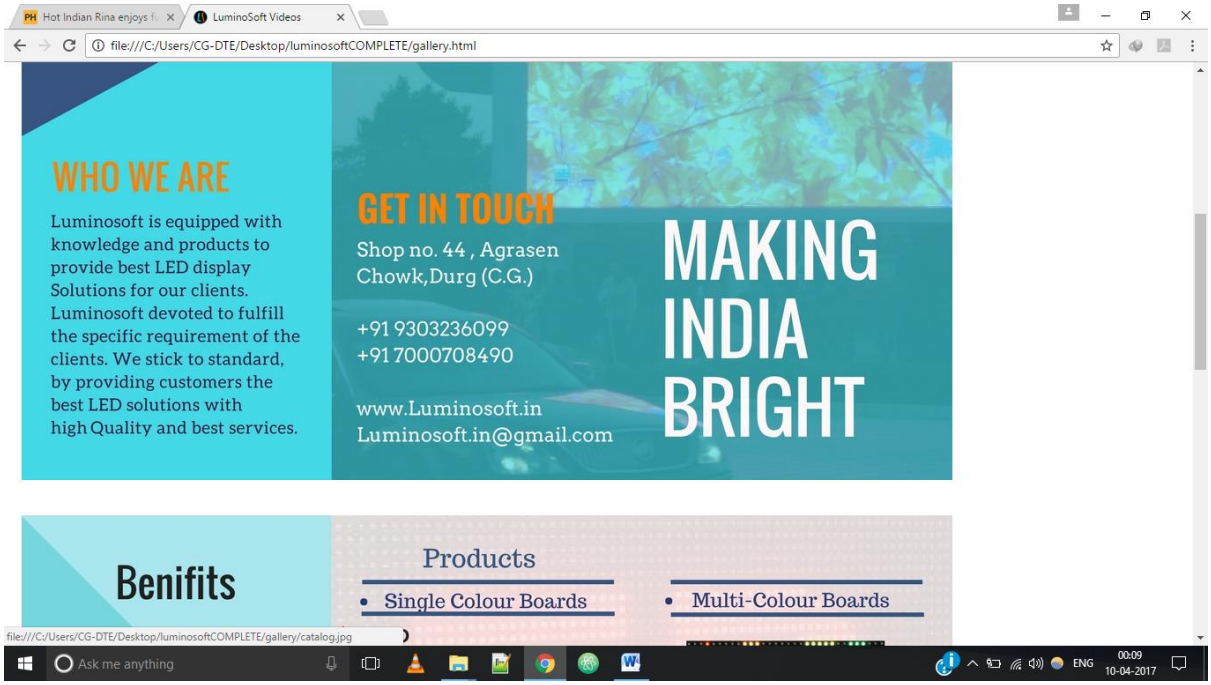

Fig.5.11 Gallery page (Catalogue and rate list)

Our gallery page can also be updated as per advancement in technology. All contents available in the gallery page is only provided by luminosoft.in and does not contain contents from other sources.

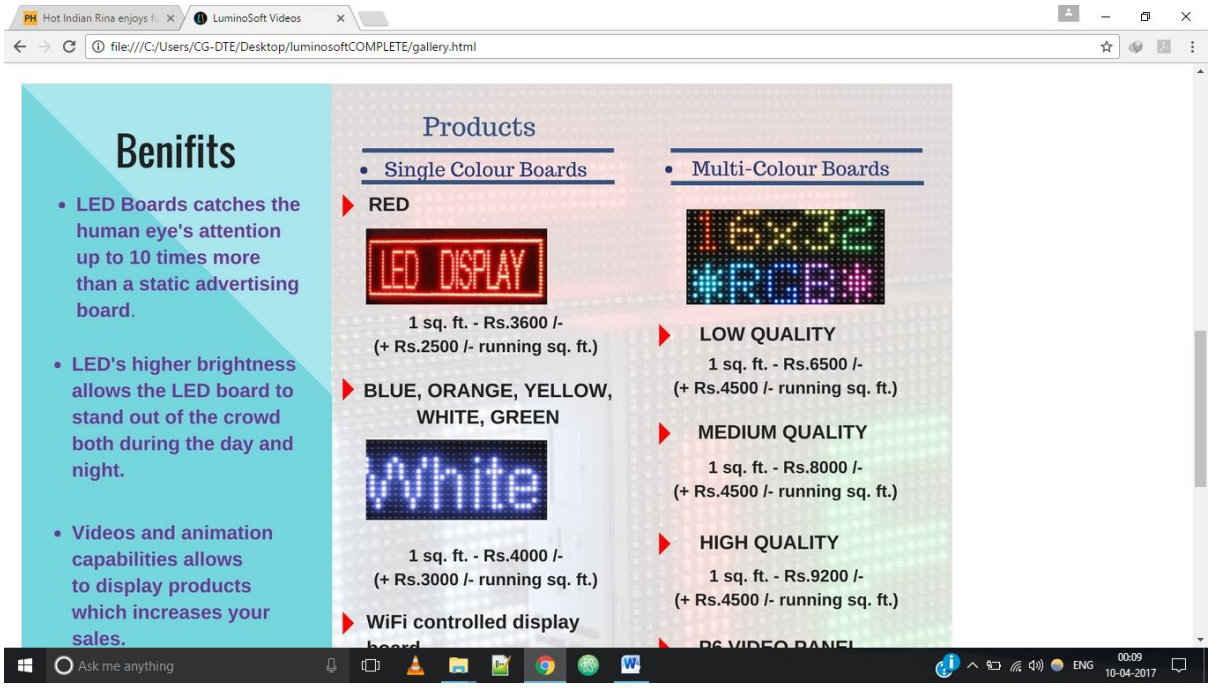

Fig.5.12 Gallery page (Catalogue and rate list)

Other contents like products rate list, description of solutions and services is also available in the gallery page. Most of the part of this page is images of the products and their description.

Catalogue is also available in this page. Where customers can look at different products that we recently installed.

5.6 ABOUT US PAGE

About Us page of the website describes about luminosoft. Who we are ?what we manufacture? Where we are? And how much!! we thankful to our customers for their great responses.

Our about us page gives all the information of our business and who are our clients. If any customer wants to know much more about us , then can simply contact us and we can help them via. Help desk queries.

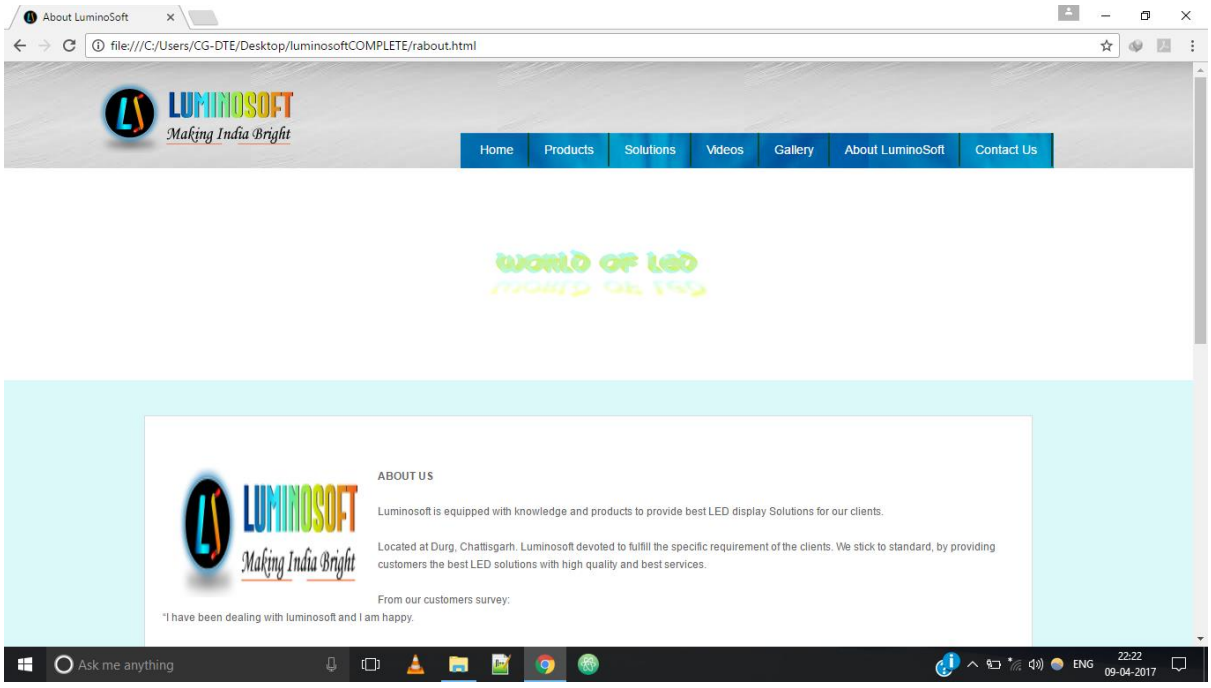

Fig.5.13 About page (About Luminosoft)

Some lines from site:

'Luminosoft is equipped with knowledge and products to provide best LED display Solutions for our clients.

Located at Durg, Chattisgarh.Luminosoft devoted to fulfill the specific requirement of the clients. We stick to standard, by providing customers the best LED solutions with high quality and best services.

From our customers survey:
"I have been dealing with luminosoft and I am happy.

They are efficient, flexible and friendly.

I get on well with everyone there.”

WORKING WITH US

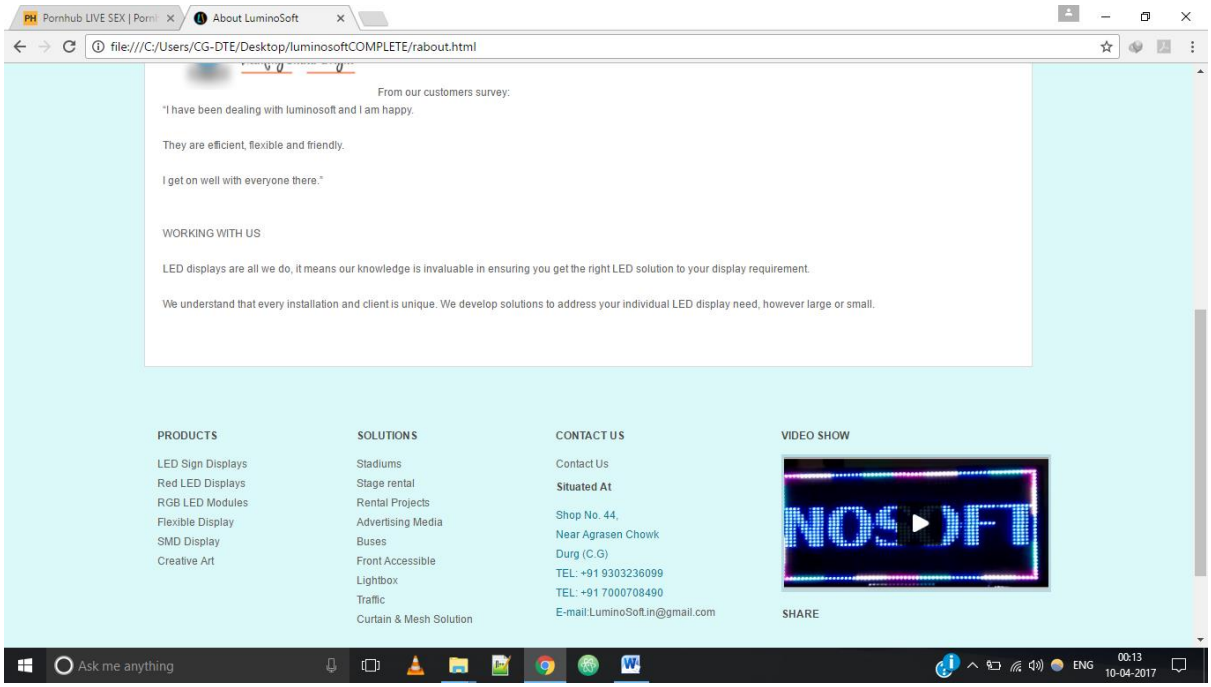

Fig.5.14 About page (About Luminosoft)

LED displays are all we do, it means our knowledge is invaluable in ensuring you get the right LED solution to your display requirement.

“We understand that every installation and client is unique. We develop solutions to address your individual LED display need, however large or small.”

5.7 CONTACT US PAGE

Contact us pageof our website contains a big contact us banner. Just below this, our map is visible. Our current business shop location is shown in the goggle maps api.

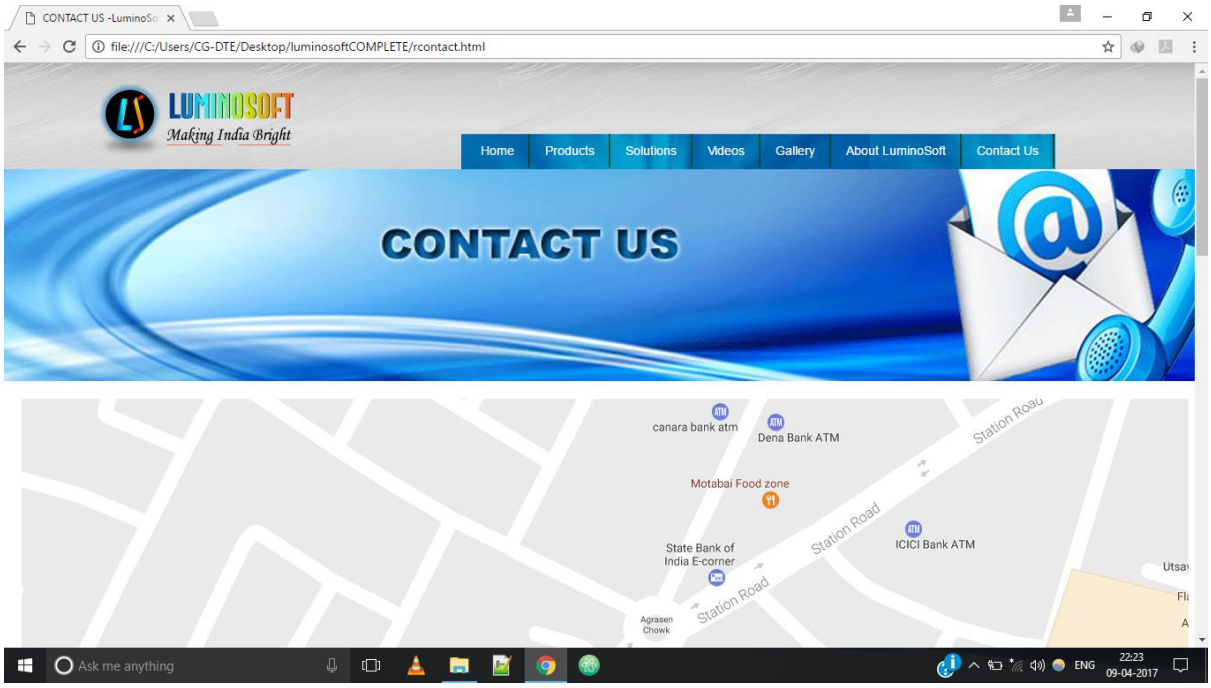

Fig.5.15 Contact Us page (Work with Luminosoft)

Further going below there is a contact form, which is directly linked with our luminosoft.in@gmail.com mail account. Customers can directly mail us to give feedback and enquiry

As our contact page is made with Ajax and PHP programming languages, it loads very smoothly in the browser with no or few glitches. This makes our customers to connect with us without any difficulties.

Since the contact page require to be simple and working. We worked mainly over the working part of the contact page, making sure that every event can be handled at the time of its occurrence.

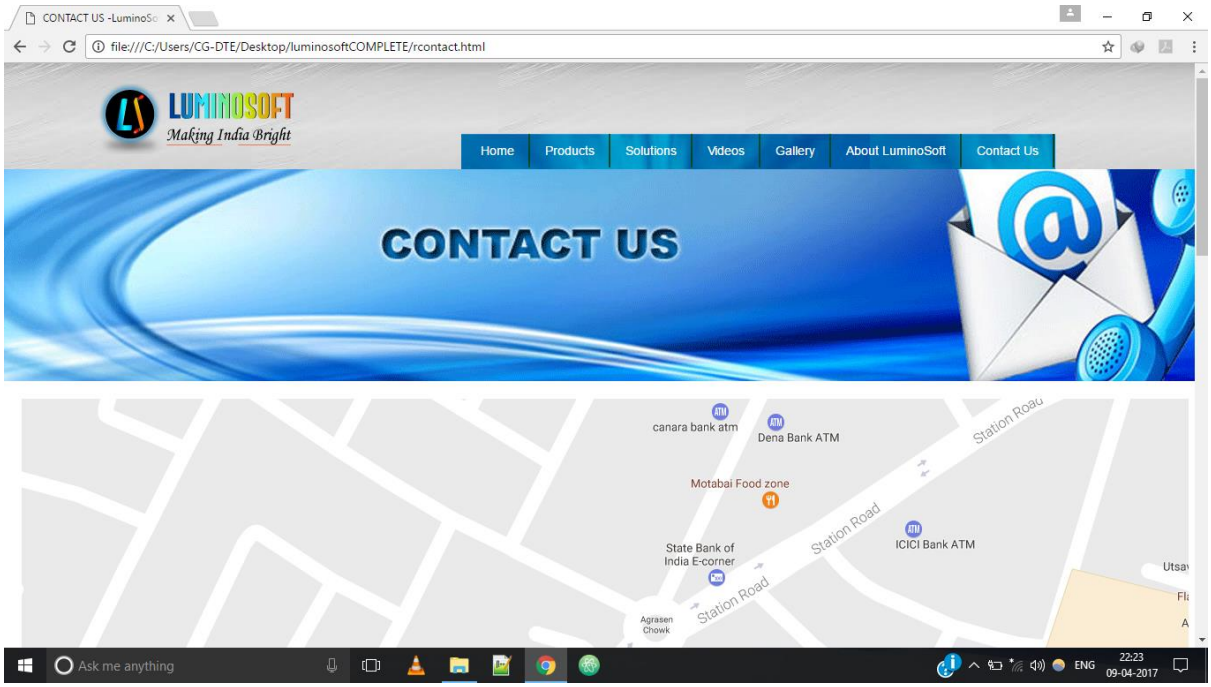

Fig.7.16 Contact Us page (Work with Luminosoft)

It is also possible for you to share our page information to your friends via. Share links. Like share link for facebook, twitter, Linkdin, Pinterest, wattsapp etc.

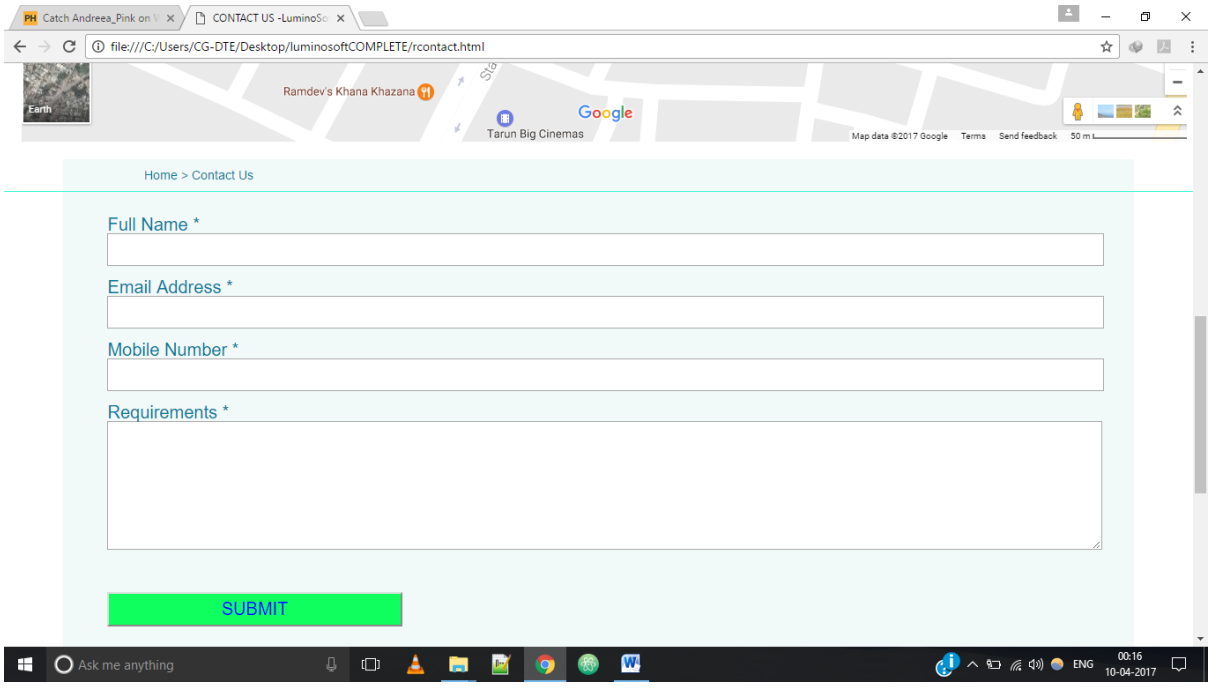

Fig.7.17 Contact Us page (Work with Luminosoft)

Chapter-VI

CONCLUSION AND FUTURE SCOPE

Why Choose Us

Through our website Luminosoft.in we want to deliver the best inventory in the country. This serves as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Luminosoft location based media will provide unmatched environmental relevance to consumers. This will ensures that brand stories communicate the right message, at the right time, to the right audience. Data triggers will offer an additional layer of relevance. The inclusion of Luminosoft extends and strengthens the reach and frequency of any integrated media plan.

Following are the proving from us:

- As the other companies either working on billboards or media and digital advertisements, we create a platform for you to get anything you want for your business.

- Most of the companies work either on B2B and B2C which make them inefficient for home users, which is the main advantage of us over other as we do both.

- We belief that Customers and clients are also the part of any business assets. Which is very important for any organization which have direct customer relationship.

- As we are working on new projects to provide new products to our clients at very lower costs, our aim is to make quality products in budget.

- Most of the Media companies charge to high which make them inefficient for the clients from India to work with, our aim to make cheap and affordable products which can be easily available to all home users also.

- As we belief that customers are very important part of our organization, our goal is always to provide good products and services to all our clients.

Future Scope

Billboards: In a time when traditional media is often ignored or tuned out, smart marketers has the opportunity to benefit from the results-driven advertising billboards can offer. Brands are built on our roadways, where your audience is receptive to buzz worthy advertising. In fact, it's the only time of day when consumers are not distracted by mobile phones. Billboard signs help us decide what to do and where to go, acting as guides, helping us find businesses and services and helping businesses find customers. Billboards work well alone or in tandem with TV, radio, online and mobile.

Digital: We have a unique perspective on digital billboard advertising and evolving technology. We continue to develop new venues and creative digital outdoor advertising displays for our advertisers to promote their products and services. Technology is constantly moving forward, and we are committed to making the best of these innovations available to our clients.

Mobile Networks: Combine the branding power of OOH with the connectivity of mobile to increase engagement opportunities with your target audience! The LuminosoftMobile Network is a customized geo-fencing solution, grounded in OOH assets, with location verification enabled. Reinforce your message with a complementary mobile ad, by geo-fencing OOH assets and key secondary locations.

Street Furniture: Enables advertising that connects with consumers on an intimate, face-to-face level. Options such as bench advertising and bus shelter advertise provide impact to a mass vehicular and pedestrian audience. Whether providing broad-based coverage in many markets or targeted to a single neighbourhood, Street Furniture advertising is as perfect for high-end fashion and entertainment as it is for packaged goods.

Sports: Luminosoft Media Sports, will be a division of Luminosoft, is the marketing and multimedia rights holder for some of the most prestigious collegiate teams and sports venues across the country. Our creative implementation of in-venue and on-campus digital displays, will influence media, marketing affiliation, experiential entertainment, and game day domination benefit universities, alumni, students, and passionate fan bases. Bringing to life these valuable, eye-catching, engaging and results-driven assets attracts a highly sought-after audience for our advertisers.

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