

Location Based Reminder/Advertisement

Prof. V. J. Bodake, Prasad Kasbe, Arnav Deshmukh, Tushar Darade, Yuvraj Khandebharad

Department of Computer Engineering

Loknete Gopinathji Munde Institute of Engineering and Research Center, Nashik, India

vijaybodake@gmail.com, prasadkasbe912@gmail.com, deshmukharnav28@gmail.com

yuvrajsunildarade@gmail.com, yuvrajkhandedbharad525@gmail.com

Abstract: *In recent years, mainly advertisements and vouchers are used for providing discounts, text messages and posters were mainly used till date but to advertise on a mobile device is need of the current scenario. Vendors must be allowed to publish and edit an advertisement to users according to the interest of the customer. This technique has low cost for digital advertisement and has a pervasive system for advertising in large commercial malls. In order to publish advertisements on customer mobile phones and find the desired location of the vendors is used. Customers are those fellows who want information in less time the information may be like Location of the vendors, their discounts, and description of products. If information is not retrieved according to their choice in a short period of time. The interest may be lost in order to purchase products. They need to find more information and location without taking much effort. The information will be extracted by analyzing the contents of social networks is used to predict the advertising categories that show interest a particular user. The framework applies on location based Task Management to filter advertisements based on location of user and shop. Traditional paper based reminders are still useful, but they cannot be organized efficiently. Electronic reminders based on the calendar in Cell phones are more efficient and gaining popularity, but such reminders are mostly triggered by time. In many situations, tasks are only meaningful to be performed at a specific location, so it would be useful if reminders for those tasks can be triggered only when the person to be reminded is physically near or located at that location. Therefore, in this research, we develop a location-based task management for Android-based smart phones and tablets.*

Keywords: Android, Java, MySQL, GPS, Location

REFERENCES

- [1]. Vrinda Bhatia And Varun Hasija "TARGETED ADVERTISING USING BEHAVIOURAL DATA AND SOCIAL Data Mining", 978-1-4673-9991-3/16/\$31.00 ©2016 IEEE, ICUFN .
- [2]. Lee, Danielle „Personalized Recommendations Based On Users“ Information-C Networks. Doctoral Dissertation, University of Pittsburgh entered Social, 2013.
- [3]. Gateway to the internet of things – beacons (n.d) Retrieved from <http://www.sita.aero/resources/airtransport-itreview/air-transport-it-review-issue2-2015/beacons-gateway-to-the-internet-of-things>.
- [4]. Khoshnood, Fatemeh, Mehregan Mahdavi, and Maedeh Kiani Sarkaleh. "Designing a Recommender System Based on Social Networks and Location Based Services." *International Journal of Managing Information Technology* 4.4 (2012): 41.
- [5]. Biancalana, C., et al. "Social tagging for personalized location-based services." *Proceedings of the 2nd International Workshop on Social Recommender Systems*. 2011.
- [6]. Rose, Stuart, et al. "Automatic keyword extraction from individual documents." *Text Mining* (2010): 1-20. 7) Woerndl, Wolfgang, and Johann Schlichter. "Introducing context into recommender systems." *Proceedings of AAAI workshop on recommender systems in E-commerce*. 2007.
- [7]. Seth, Aaditeshwar, and Jie Zhang. "A Social Network Based Approach to Personalized Recommendation of Participatory Media Content." *ICWSM*. 2008.
- [8]. A. Pashtan, R. Blattler, A. Heusser, and P. Scheuermann, (2003) "CATIS: A Context Aware Tourist Information System", *Proceedings of the 4th International Workshop on Mobile Computing*, Rostok, June, pp. 1-8.

- [9]. Ms. Vaishali Bhujade, Prof. N. J. Janwe, Ms. Chhaya Meshram, "Discriminative Features Selection in Text Mining Using TF-IDF Scheme" International Journal of Computer Trends and Technology (IJCTT), V1(3):277-280 July to Aug Issue 2011 .ISSN 2231-2803.