

Design of a Digital Signage Advertising System for the University of Information Technology and Communication

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Abstract: In the digital age, the use of Digital Signage technology is becoming increasingly important in educational institutions. This project aims to research and design an effective digital advertising system for the University of Information and Communication Technology (ICT University). The objective of the project is to build a technical solution that supports the transmission of multimedia information, meeting the demand for rapidly changing content. The research method combines theory with experimentation to ensure the dynamism and flexibility of the system. The expected outcome of the project is an easy-to-use Digital Signage system that can integrate various communication tools, contributing to improved content management efficiency and enhancing the university's image.

Keywords: Digital Signage, Digital Advertising, ICT University, Advertising Technology, Information Transmission System