

## Internet of Things Application in Advertising Design

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### Abstract:

The development in the advertising industry led designers to try to develop technical advertising systems compatible with digital progress and with the recipient. The aesthetic and economic aspect was achieved with the use of the Internet as a medium around the world. The online advertising market is worth hundreds of billions of dollars and is one of the fastest growing online businesses, however online advertising is still limited to web browser and more recently, mobile applications. With the advent of the fourth digital revolution, the Internet of Things (IoT) technologies have opened a new, large-scale and pervasive digital advertising landscape. End users constantly interact with it in their daily lives. With the beginning of the current century, many high-performance smart technologies such as the Internet of Things, artificial intelligence and interaction have appeared, which have been used in many industrial and applied systems, as they have entered into all aspects of our daily lives with what they achieve at the utilitarian, environmental, economic and aesthetic level, in addition to being compatible with digital development and the recipient. Therefore, this research aims to monitor the applications of the uses of the Internet of Things in advertising design as new advertising system that is compatible with the recipient and achieve the aesthetic, functional and economic aspects. The research concluded that the uses of Internet of Things devices by finding a line between what it can provide as services directed to the recipient in real time and by using the relevant brands.

### Keywords:

IoT - Digital Advertising- Advertising Design