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# 基于 Android 的广告机管理系统的设计与实现

## 摘 要

近年来，不论是国内还是国外，移动物联网技术和移动终端的成长都十分亮眼，新型技术的应用，纸媒广告逐渐被淘汰，取而代之的是智能广告机。在这其中基于安卓技术开发的智能广告机风头一时无两。其越来越广泛地应用在各大商场、地铁、街道处，吸引了大量厂商投放使用。但数量众多的广告机也加重了广告方的管理成本。

在如今这个人人互联的时代，智能电话已成为通信工具之一。离线广告机的广告播放管理工作复杂又混乱，整理相关广告数据的工作相当麻烦。因此基于 Android 的广告机管理系统基于以上切中点而设计，顺应了当前的大众形势。项目目标为管理广告机，主要包含了管理员登录、用户管理、播放管理、广告管理四个模块，提供用户管理、广告内容精准搜索、广告播放时间设置、标记广告状态等功能，实现广告机管理业务人性化、智能化，使得广告机管理更加规范、有序。

本毕业设计说明书主要论述了广告机管理系统涉及到的核心技术，对框架设计和功能模块进行了详细分析，对广告机管理系统的主流设计方案进行了探讨，包括流媒体技术、p2p 技术等，并且总结了广告机管理系统的实现难点和创新点，提供了主要功能的部分实现代码。

**关键词：**广告机管理系统；安卓广告机；Android

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## **Abstract**

In recent years, both domestic and foreign, the growth of mobile Internet of Things technology and mobile terminals has been very eye-catching, as well as the application of new technologies, paper advertisements have gradually been eliminated by intelligent advertising machines and replaced. Among them, smart advertising machines developed based on Android technology are in the spotlight. It is more and more widely used in major shopping malls, subways, and streets, attracting a large number of manufacturers to put it into use. But a large number of advertising machines also increase the management cost of the advertisers.

In this age of interconnection, smart phones have become one of the communication tools. The advertisement playback management work of the offline advertising machine is complicated and chaotic, and the work of collating the relevant advertisement data is quite troublesome. Therefore, the android-based advertising machine management system is designed based on the above cut-off point, conforming to the current public situation. The sign of the success of this system project is the humanized and intelligent management of advertising machines. The advertising machine management system mainly covers four components: administrator login, user management, broadcast management and advertising management. It provides user management, accurate search of advertising content, setting of advertising playback time, and marking of advertising status. The humanized and intelligent business makes the advertising machine management more standardized and orderly.

This graduation design manual mainly discusses the core technology involved in the advertising machine management system, in particular, the framework structure and functional modules are analyzed in detail, and the mainstream design scheme of the advertising player management system is described in general, including streaming media technology and p2p technology. And summarizes the difficulties and innovations of the advertising machine management system, and provides part of the implementation code of the main functions.

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