



BILLBOARD

Billboard Management System

BMS is an active RFID based **Billboard** Tracking System developed to enable tracking and monitoring of **Billboards** and digital displays.

The server that holds all the data from the handheld helps to generate information required by the authorities.

Uses of **Billboard** Management System

- Facilitates billboard data storage.
- Helps to track licence expiries and renewals.
- Locate and identify authorized and unauthorized **Billboards**.
- Enhance revenue collection.

Prodigy Labs, Bangalore, Karnataka, has innovated this solution and has live installation in Kuala Lumpur, Malaysia.

In partnership with KEONICS and Influx InfoTech, Bangalore, a pilot project has been implemented in Hubli-Dharwad Municipal Corporation.

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