Introduction

The LCD Marketing Screen is a practical tool that any real estate agent or property owner can use to sell their home.

Objective

The LCD Marketing Screen essentially was designed to replace the conventional for sale signs with the potential to have more add-ons incorporated into the display.

Methods:

Before conducting the experiment, having the proper components was essential. The following materials were needed: a Raspberry pi, LCD board and connections. Then using Python code program to have it run the image below.

Body of work:

Using Python and installing additional drivers to the Raspberrypi we were able to code the software to display specific information. Such as the contact information, logo, and a QR code that directs you to the listing online.

Significance:

When advertising, having visible information is crucial when attempting to reaching out to your targeted audience. Having that information displayed on an LCD screen provides added visibility as well as variety like the usage of having a QR code.