

## Review Form 1.6

Journal Name:	<b>Archives of Current Research International</b>
Manuscript Number:	<b>Ms_ACRI_94951</b>
Title of the Manuscript:	<b>A New Tool for Personalized Advertising in Shopping Malls: A Smart Billboard System</b>
Type of the Article	

### General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

<https://www.journalacri.com/index.php/ACRI/editorial-policy>

### PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Compulsory</b> REVISION comments		
<b>Minor</b> REVISION comments	<ul style="list-style-type: none"><li>- Abstract: Need declaration about the method used to build smart billboard</li><li>- Not clear about the algorithm used, specially to gain the matched between plate and previous order (transaction) of customer</li><li>- Need additional related work. Specially about smart billboard (this manuscript a lot of description about billboard and machine learning).</li><li>- For image recognition (plate), should be clear the method used. Is it segmentation, classification or other. Then the algorithm used also for the image processing must be clear.</li><li>- References will be better using 2018 and above</li></ul>	
<b>Optional/General</b> comments	<ul style="list-style-type: none"><li>- Typo: In some area such as Related Work Section, etc. Typo related to the Paragraph/spaces</li><li>- Need a lot of revision according to template</li></ul>	

### PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### Reviewer Details:

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