

Dhruv vs Samsung VXT

Commercial comparison and Founder's Edition overview

Dhruv Founder's Edition: £10 per screen/month • £6,000 maximum annual screen-licence charge • 3-year price lock for qualifying customers joining during the 3-month launch window



One platform. Multiple worlds.

FOUNDER'S EDITION
More than digital signage.
A connected experience.

- Digital signage & CMS
- Remote access included
- Three-step publishing
- AI marketing
- Weather & travel
- QR to mobile experiences
- Presence sensors
- EPOS & self-service kiosks
- Emergency messaging
- Built for mixed estates
Samsung Tizen/MDC, LG webOS, Android, Chrome/ChromeOS, Windows, Linux
- Future developments included

**Different platforms.
A different approach.**

Compare for yourself.

	Dhruv Founder's Edition	SAMSUNG VXT	
		S Series	P Series
Annual cost per screen	£120 (£10 per month)	£188.40 per year	£375.60 per year
Maximum annual screen-licence cost	£6,000 (no increase beyond this)	No published cap	
Remote management	Included	Add-on (£94.80/year)	Included (P Series includes S Series + RMS & RMP functionality)
Platform scope	Full Dhruv platform functionality	Digital signage CMS	
Future developments	Included	Subject to plan	
Hardware support	Samsung, LG, Android, Chrome/ChromeOS, Windows, Linux	Samsung (plus Android and Chrome-based options)	
Pricing guarantee	3 years (join within 3-month window)	Standard terms	

Founder's Edition is available for three months.
Lock in your pricing for three years.

SAMSUNG VXT

A powerful digital signage platform.

- Content creation with Canvas
- Templates
- Scheduling
- Sync Play
- Screen management
- Remote management (P Series includes RM)
- Security controls
- Supports Samsung displays and Android/Chrome-based players





Education
Inspire. Inform. Connect.



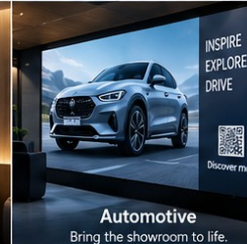
QSR / Restaurant
Order. Engage. Drive Sales.



Workplace
Communicate. Collaborate. Belong.



Hospitality
Enhance Every Stay.



Automotive
Bring the showroom to life.



One platform. Multiple worlds.

QSR
 Education
 Workplace
 Hospitality
 Automotive
 DOOH
 Retail
 Digital Signage

[Learn more →](https://dhruv.org.uk/founders-edition)

dhruv.org.uk/founders-edition

Executive comparison

Samsung VXT is an established digital-signage platform with content creation, templates, scheduling, Sync Play, screen management and remote-management capabilities. **Dhruv Founder's Edition** takes a broader connected-operations approach, combining signage with remote access, vertical workflows, AI-assisted content, QR-to-mobile experiences, EPOS, kiosks, presence sensors and emergency messaging across mixed hardware estates.

Pricing at a glance

Product / licence	Annual price	50 screens / year	Notes
Dhruv Founder's Edition	£120/screen	£6,000 MAX	Remote access included; annual screen-licence cap
Samsung VXT S Series	£188.40/screen	£9,420	Samsung UK checkout figure supplied
Samsung VXT P Series	£375.60/screen	£18,780	P Series includes higher-tier functionality
Samsung VXT Remote Management	£94.80/screen	£4,740	Shown separately where applicable

At 50 screens: Dhruv Founder's Edition is £3,420/year below the supplied VXT S Series price and £12,780/year below the supplied VXT P Series price. Dhruv then remains capped at £6,000/year for the applicable screen licence.

Founder's Edition pricing

Standard: £10 per screen per month, with a maximum £6,000 annual screen-licence charge.

Schools: £500 per year, unlimited screens.

Universities & Higher Education: £3,000 per year per licensed campus, unlimited screens.

Restaurant package: £50 per month including five screens, one Dhruv EPOS and one self-service kiosk.

Price guarantee: Qualifying customers joining during the three-month Founder's Edition launch window lock in the applicable Founder's Edition pricing for three years.

Capability comparison

Capability	Dhruv Founder's Edition	Samsung VXT
CMS, playlists & scheduling	Included	Yes
Remote management	Included in proposition	Available; tier/plan dependent
Three-step publishing	Yes	Different workflow
AI marketing / weather / travel	Dhruv platform capability	Not positioned as the same bundled vertical workflow
QR-to-mobile	Yes	Not the core VXT proposition
Presence sensors	Supported Dhruv capability	Integration dependent
EPOS & self-service kiosks	Integrated Dhruv vertical capability	Partner/integration dependent
Emergency messaging	Integrated Dhruv capability	Platform/integration dependent
Mixed hardware estate	Samsung Tizen/MDC, LG webOS, Android, Chrome/ChromeOS, Windows, Linux	Deep Samsung integration plus supported Android/Chrome options
Vertical experiences	QSR, Education, Workplace, Hospitality, Automotive, DOOH, Retail, General Signage	Digital-signage platform with apps/integrations

Dhruv platform differentiators

- One CMS architecture designed for multiple verticals and mixed display estates.
- Remote access included in the Founder's Edition proposition rather than positioned as a separate add-on.
- QR-to-mobile journeys can make non-touch displays interactive and hand supported ordering/payment experiences to the customer's phone.
- Three-step publishing plus AI-assisted marketing, weather and travel experiences.
- Creative workflows involving Adobe Express and Adobe After Effects.
- Presence-sensor support, EPOS, self-service kiosks and integrated emergency messaging.
- Future Dhruv developments included within the applicable Founder's Edition subscription.

LinkedIn-ready summary

Dhruv Founder's Edition vs Samsung VXT

Samsung VXT is an established digital-signage platform. Dhruv takes a different approach: £10 per screen/month,

remote access included, and a maximum £6,000 annual screen-licence charge under the Founder's Edition offer. Schools can licence unlimited screens for £500/year, while universities and higher education can licence unlimited screens for £3,000/year per campus. Dhruv also brings together three-step publishing, AI-assisted content, QR-to-mobile, presence sensors, EPOS, self-service kiosks and emergency messaging across Samsung Tizen/MDC, LG webOS, Android, Chrome/ChromeOS, Windows and Linux. Founder's Edition is available during an initial three-month sign-up window, with applicable pricing guaranteed for three years.

Important commercial wording

Founder's Edition only. The prices in this document describe the Dhruv Founder's Edition launch offer and should not be represented as Dhruv's permanent standard tariff. Eligibility, annual caps, campus definitions, hardware, third-party services, transaction charges and feature availability remain subject to applicable commercial terms.

Dhruv — One platform. Multiple worlds.