



One network. Four valuable environments.

Turn commercial screens into bookable advertising inventory, reaching people close to the moment of purchase.

Retail & shopping centres

High-footfall screens close to products, services and buying decisions.

Roadside & high street

Visible local reach with dayparted campaigns and site-specific safety controls.

Hospitality

Premium reception, lobby and leisure environments with time to engage.

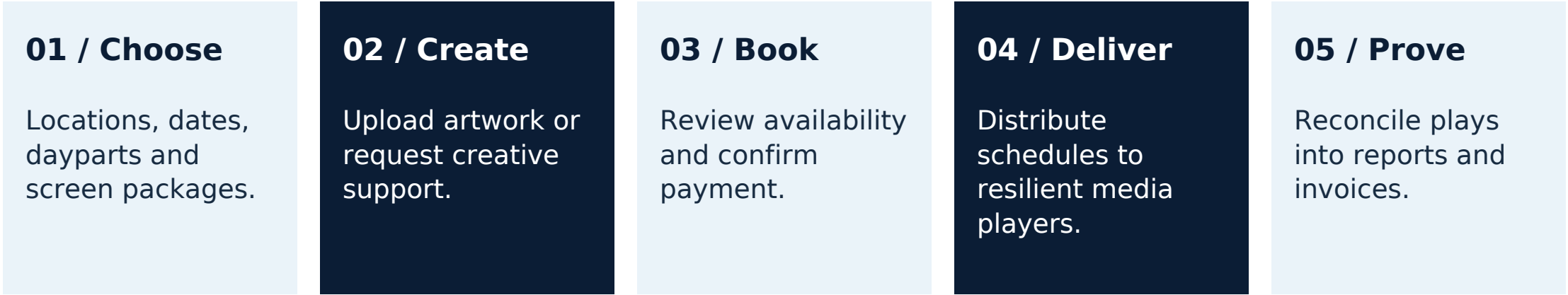
Automotive

Showrooms and service lounges connected to active customer journeys.

Sell individual screens, venue packs, regional coverage or network takeovers.

From campaign idea to live screens

One guided journey from choosing locations to confirming delivery.



Supported screen formats

4K UHD 3840 × 2160 landscape 2160 × 3840 portrait	Full HD 1920 × 1080 landscape 1080 × 1920 portrait	LG Stretch 3840 × 600 Native ultra-wide	Stretch 1920 × 540 Native ultra-wide
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Portrait and landscape layouts. Stretch rotation and device controls depend on a validated hardware profile.

Local relevance. Clear campaign control.

One view of screen availability, creative status, live delivery and campaign outcomes.

Plan with confidence

- Search by venue, geography and context
- Review availability before booking
- Preview the selected screen format
- Apply exclusions and category separation

Measure delivery

- Compare booked and delivered plays
- See screen health and exceptions
- Review results by venue and daypart
- Download reports and invoices

Dynamic creative ready

Campaigns can respond to approved time, weather, local events, stock or dealership offers. Cached schedules keep content playing if connectivity is interrupted.

New revenue. Your screens. Your rules.

Decide what can be sold, when adverts appear and which categories are excluded.

Control

Set operating hours, commercial capacity and local approval rules.

Revenue

Receive venue statements based on reconciled campaign delivery.

Continuity

Keep venue content and emergency messaging available.

A practical inventory policy

Paid	Advertiser campaigns	Booked and reconciled
Venue	Own promotions and information	Protected allocation
Fallback	Safe content when unsold or offline	Always cached

Emergency messages can pre-empt advertising; missed delivery can be rescheduled or credited.

Proof of play behind every invoice

Record what was scheduled, what played and whether the display was available. Reconcile the evidence before billing.

Playback evidence

- Campaign, creative and screen identity
- Start time, duration and completion
- Creative hash and schedule version
- Display state and delivery exceptions

Commercial reconciliation

- Remove duplicate and incomplete plays
- Identify underdelivery
- Record make-goods or credits
- Tie reports directly to billing

Privacy-safe audience measurement

Anonymous counts add context to delivery without requiring facial recognition, number-plate capture or persistent visitor identifiers.

Retail & high street

Directional footfall

Hospitality & automotive

Zone occupancy and dwell

Roadside

Radar-based vehicle flow

Audience figures model opportunities to see, rather than confirmed individual views.

Launch your Dhruv Reach network

Start with retail, hospitality or automotive screens, prove the commercial journey, then expand.

01 / Connect

CMS, media players, venues, screen formats and commercial rules.

02 / Sell

Advertiser booking, creative approval, scheduling and payments.

03 / Verify

Proof of play, billing, audience measurement and sensors.

Let's discuss pricing

We'll shape a mutually compatible commercial model around your network size, locations, inventory and rollout plan.

Contact Nila-Av to plan your pilot

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