An Innovation in DOOH



2025

A world first configuration of Mobile Digital Media

Private and Confidential

Introducing the eDooh

The World's First Zero-Emission, Pedal-Assisted, Digital Advertising Platform

Design Classification as a Bike: Classified as a bicycle, eDooh is engineered for urban mobility, seamlessly accessing bike lanes and bypassing traffic hotspots. This gives it high visibility, attracting attention from both vehicle occupants and pedestrians alike.

Access to High-Footfall, Restricted Areas: Traditional posters and digital media face stringent planning restrictions in many high-traffic areas of London (e.g., Covent Garden, Chinatown, Soho), but eDooh, being a bike, can legally navigate these spaces. This opens up premium advertising real estate, allowing brands to reach high volumes of pedestrian traffic in otherwise restricted zones.

A Captive Audience on the Move: eDooh's presence in pedestrian areas naturally generates a captive audience, optimizing impressions as it gathers significant attention from passersby.

Impression Data Through Facial Recognition: Above each digital screen, eDooh is equipped with facial recognition technology that measures and records impression data in real-time, providing your clients with quantitative metrics on engagement. This data adds a valuable layer of analytics that traditional outdoor advertising lacks.

Flexible Operation with or without Driver Cab: The eDooh trailer can operate independently for promotions or be paired with a driver cab for enhanced versatility. This adaptability ensures it meets the unique needs of various advertising campaigns.





2x 86" LCD Sunlight Readable ***Mobile Digital Screens*** *situated within the highest and most densely populated* ***Pedestrian Areas****.*





Screens include a world-recognised ***facial recognition*** *and* ***audience*** *impression-****counting*** *software - Quividi and,*
AI Tracking and Camera *software reports the* ***audience*** *attendance in* ***real-time****.*

Fast deployment of ***all media to any location*** *required by the agent with an ability to* ***live-feed to any singular or all screens.***
and
Ticker Tape *option.*



DEPLOYMENT

Point 1

250 eDoohs (**750 screens**) operating from **10 locations** within Central London. **Serviced, Cleaned** and **Charged** every night.

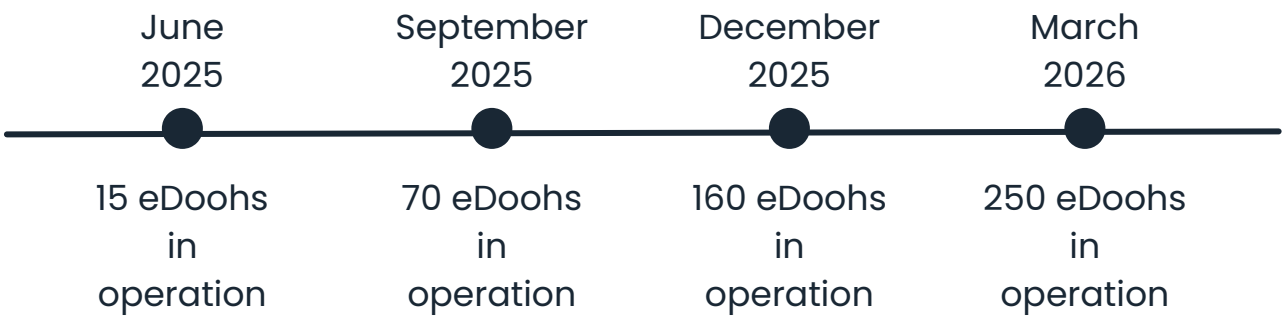
Point 2

The screens operate **16 hours per day, 7 days per week, 364 days per year**. The drivers are employed and fully uniformed by eDooh.

Point 3

We insure the vehicles for Product, Public and Employer's **liability insurance**. **Tracking data** and **reports** are supplied monthly to the agent.

Deployment Timeline



Final Thoughts & Key Takeaways

Targeted Media

Eye-Level Media Positioning: *Placing the advertising screens at eye level makes the ads hard to miss, even for people in motion, which helps grab attention in those moments when people look up from their phones.*

High Footfall Access: *The vehicle's design and emissions-free status enable it to reach high-traffic pedestrian areas that traditional advertising vehicles or static billboards can't, giving brands unique access to a high-density audience.*

Live-Feed and Ticker Tape Features: *The capability for live broadcasts and ticker tape messaging offers a dynamic way for government and emergency services to push real-time updates or breaking news, enhancing public awareness and giving the ads an added relevance factor*

Deployable

High-Powered Battery: *With a 16-hour runtime, it's capable of sustaining full media operation throughout an entire day or event, ensuring consistent exposure without downtime.*

Simple Recharging and Detachable Setup: *Using a standard 13 amp plug makes the recharging process straightforward, meaning that the detachable rear trailer can be independently operated and charged at nearly any event location, even when left overnight.*

Remote PA System Capability: *The synchronized screens and audio output allow the vehicle to double as a mobile public announcement system, allowing event managers to seamlessly broadcast messages to attendees for safety, schedule updates, or general event information.*

Rapid Deployability: *The eDooh can quickly relocate to high-traffic or targeted locations at a moment's notice, maximizing reach and adaptability for brands and event managers.*

Opportunity

Investment Opportunity: This is a unique opportunity for an investor to leverage an innovative, high-visibility advertising platform with no direct competition.