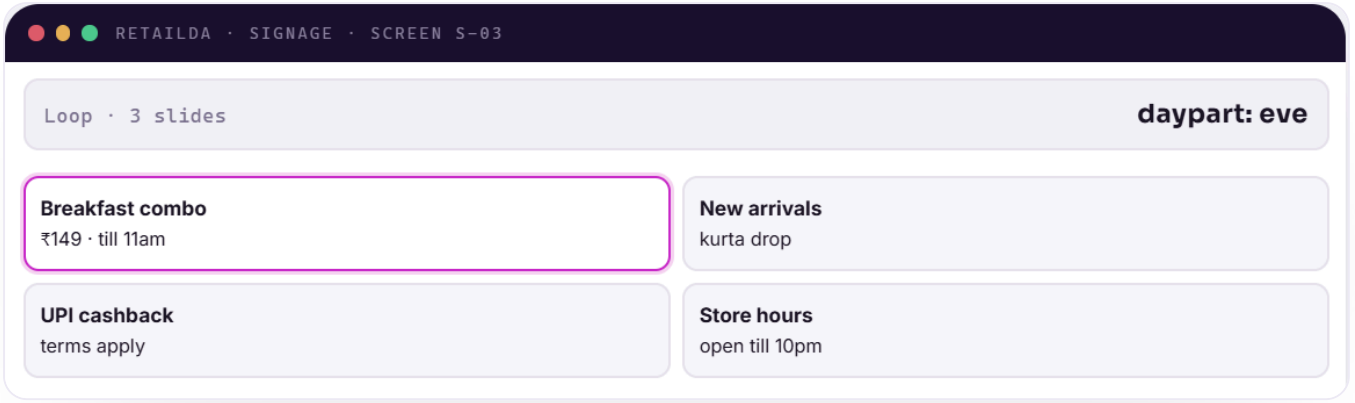
PRODUCT DATASHEET · HARDWARE & EDGE

Digital Signage

Multi-display live narrowcasting feed.

One feed, every screen — promo loops, menu boards, queue displays and live stats pushed to any display over the same edge network that runs your tills.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Scheduled playlists
Promo loops, menus and boards rotate on their own calendar.

Live data overlays
Queue numbers, dashboards and live stats stream onto any layout.

Zones & split layouts
One display, many regions — video, ticker and data side by side.

Offline playback
Feeds cache locally — screens keep playing when the WAN doesn't.

Quiet hours
Per-screen brightness and power schedules, dayparted.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

On the Growth plan and up

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 10 FEATURES

- ✓ Scheduled playlists — promo loops, menus and boards rotate on their own calendar
- ✓ Multi-display narrowcasting — per-screen feeds by zone, counter or daypart
- ✓ Menu boards bound to the ledger — a price change pushes to the screen
- ✓ Emergency override — one click puts an alert on every screen
- ✓ Content preview & approval before a loop goes live
- ✓ LoRaWAN remote signage — screens update over the edge network, not venue WiFi
- ✓ Live stats & queue displays — order status and counters stream live
- ✓ Offline cache — screens hold their last feed when connectivity drops
- ✓ Hardware-flexible — any HDMI display behind a small edge node
- ✓ Sold SKU — ₹69,999 LoRaWAN signage deployment already delivered

BUILT FOR

Retail · Restaurants · Hospitality

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Digital Signage compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#digital-signage

ALTERNATIVE	WHERE RETAILDA™ WINS
WiFi signage sticks	LoRaWAN-linked screens update where venue WiFi cannot reach — remote signage is a shipped SKU, not a concept.
Digital signage SaaS	No per-screen monthly meter — signage runs on the same edge network and ledger as your tills.
USB-update workflows	One feed pushes to every screen on schedule — no walking the floor with a pendrive.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Peripheral Bridge · Cloud Print Fabric · Payment Terminals · P.L.C · TolsTek Local Network

Deployment & rollout

What a Digital Signage deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	On the Growth plan and up — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

On the Growth plan and up

Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

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WHATSAPP: +91 - 94751 16711

RetailDA