

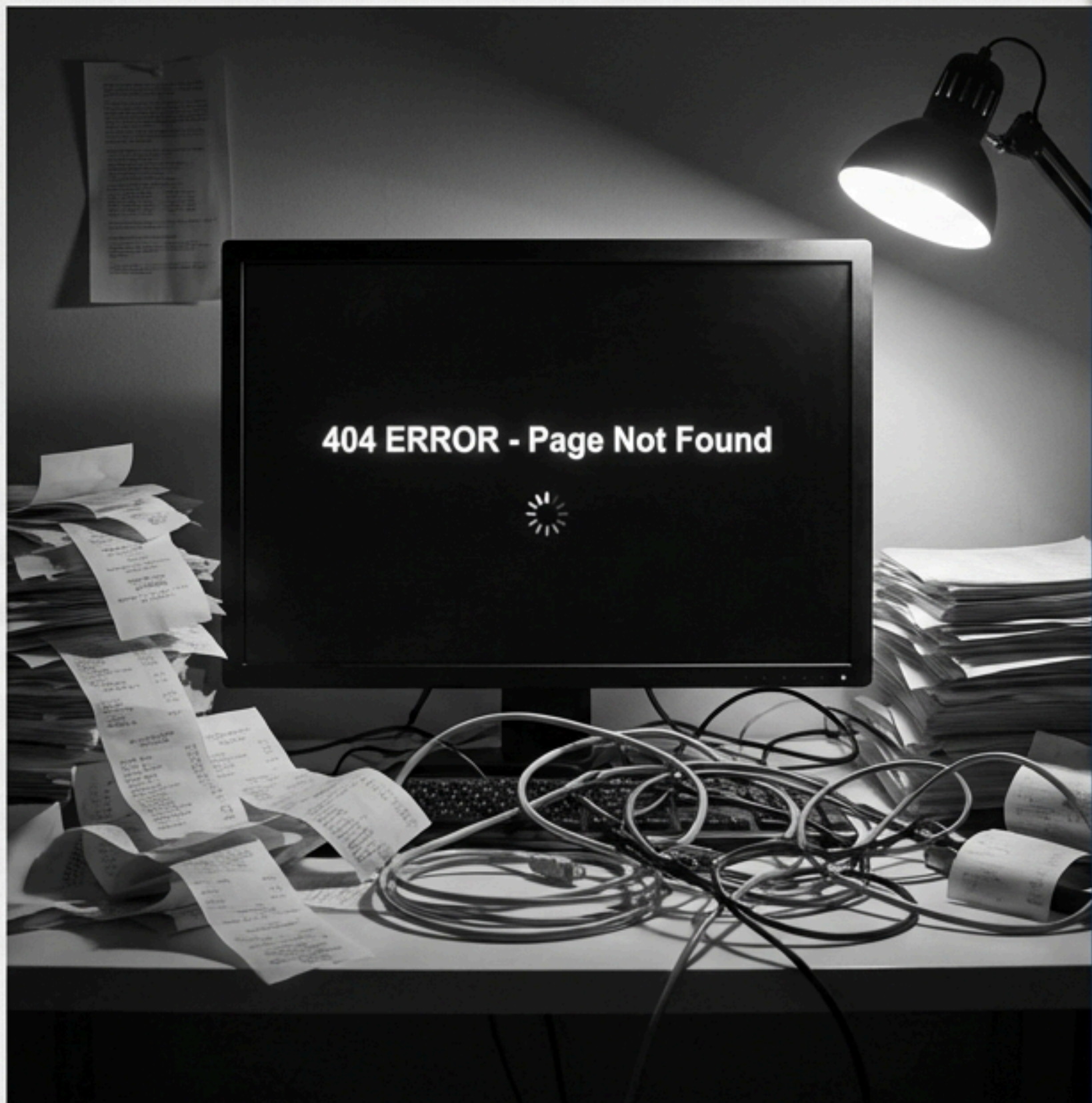
# Screenista®: The Intelligent Infrastructure

Redefining Digital Out-of-Home (DOOH) Media through Patent-Backed Technology and Social Inclusion.

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**Powered by AIHI  
(Artificial Intelligence  
Human Intelligence).**

**The World's First aiCDS  
(Artificial Intelligence Content  
Deployment System).**



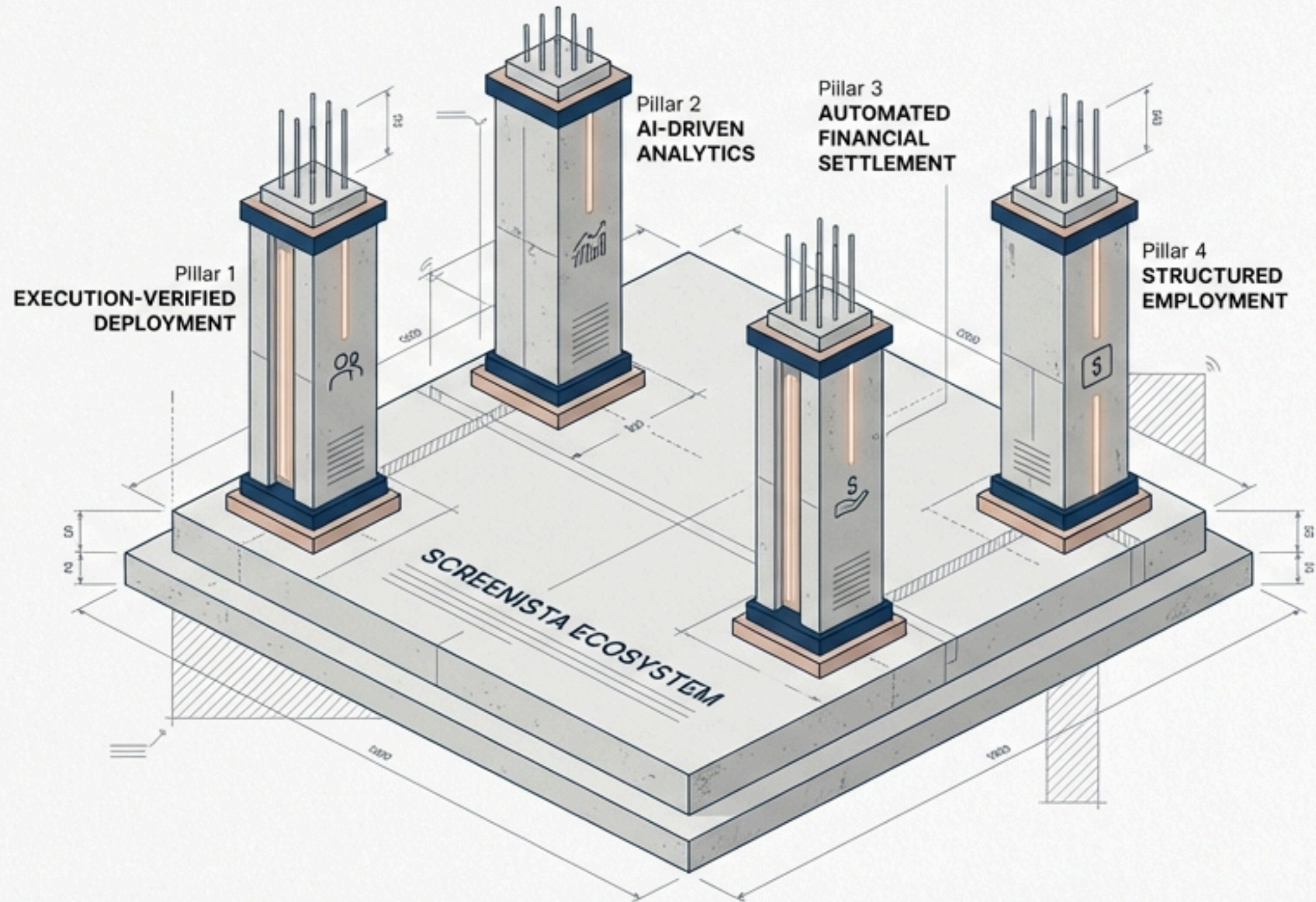
## The Current DOOH Landscape is Broken

Traditional Digital Out-of-Home advertising relies on outdated, manual, and opaque processes.

- ⚠ • Manual billing and reconciliation.
- ⚠ • Lack of verifiable proof-of-play.
- ⚠ • Payment delays and hidden agency commissions.
- ⚠ • No structured employment generation; automation often replaces jobs.

# A Secure, Intelligent, Inclusive Economic Infrastructure

Screenista is a next-generation, patent-backed ecosystem.  
Not a platform, but a foundational shift.



# aiCDS: A Deployment Infrastructure, Not a CMS



Traditional CMS

Stores, publishes, and manages content.



Screenista aiCDS

Verifies execution, captures validated engagement, and triggers revenue settlement.

- Maintains compliance audit trails
- Prevents unauthorised deployment

**The Bottom Line: aiCDS is an execution and settlement engine—not just a publishing system.**

# AIHI: The Companion System

## Artificial Intelligence

- Handles speed, automation, analytics, and anomaly detection.

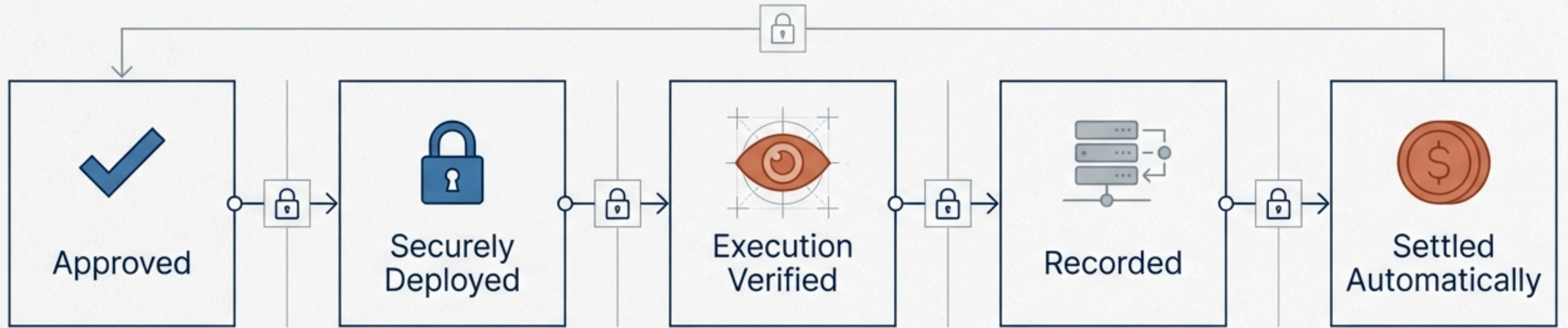


## Human Intelligence

- Ensures ethics, cultural sensitivity, compliance, and judgment.

**Outcome:** Transforms AI from a replacement engine into a structured companion system.

# Patent-Backed Technology Architecture

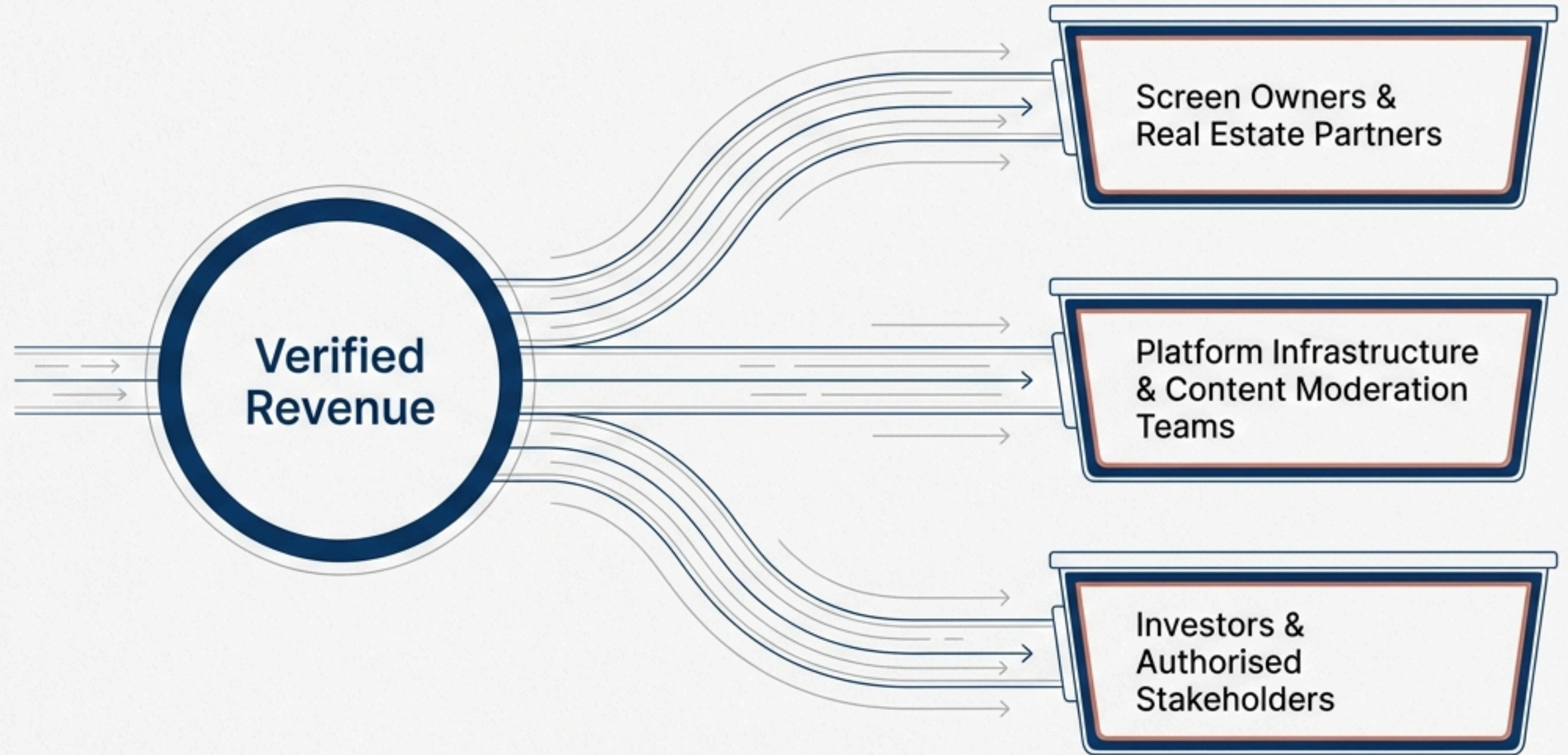


## System Capabilities

- Secure Encrypted Logs & Role-Based Access Control
- Real-Time AI Analytics & AI-Based Content Moderation
- Compliance-Ready Governance Framework

# The Automated Financial Settlement Engine

Eliminating manual reconciliation and payment chasing. Revenue is automatically distributed after verified execution.



**Result:** Settlement is rule-based, transparent, and logged. No ambiguity.

# Democratising Advertisement Access

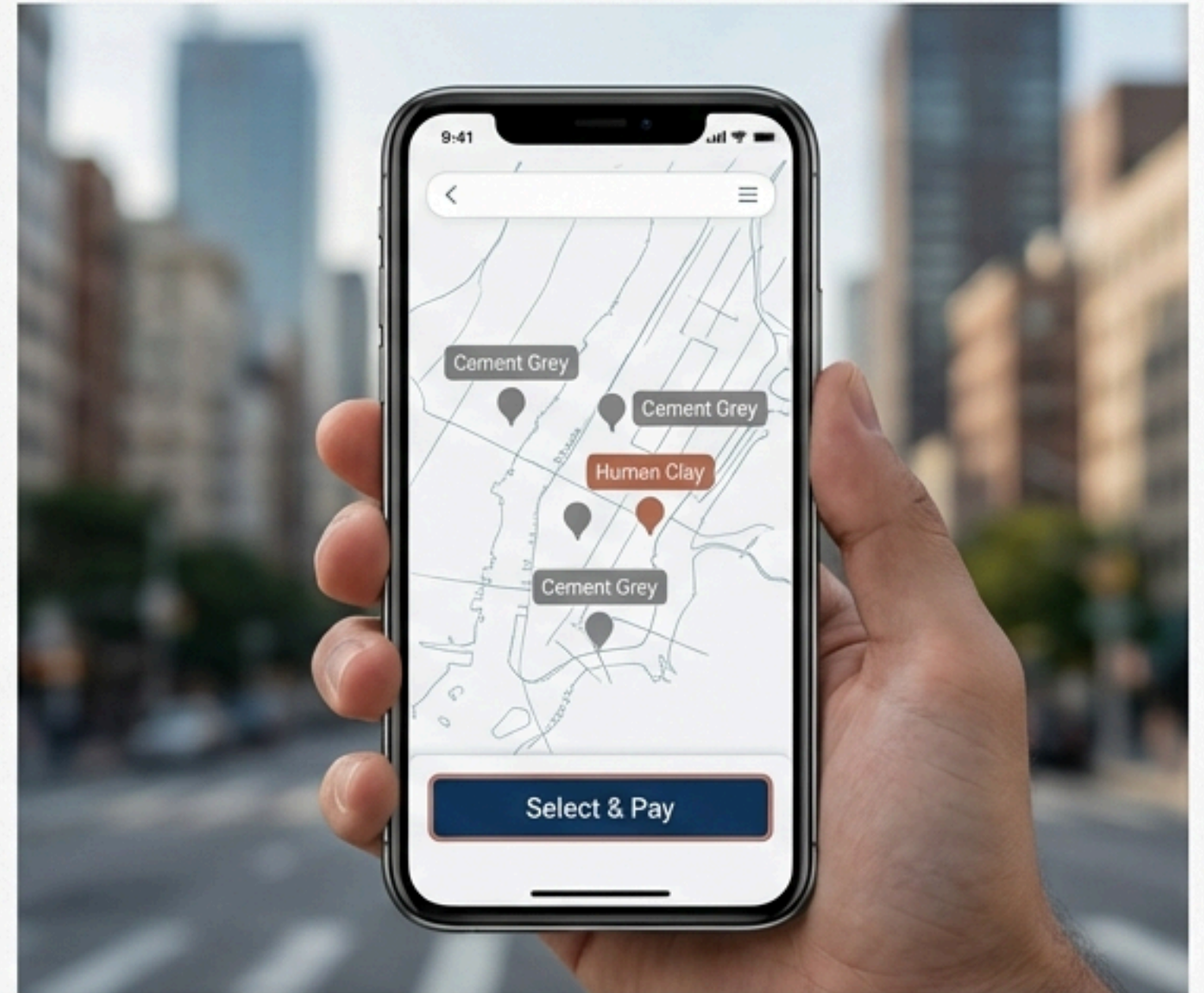
Swiss Navy Blue and Cement Grey Inter.  
**Target Audience:** MSMEs, Startups, and Enterprises.

## The Process:

1. Upload via web/mobile platform.
2. Select location, budget, and screens.
3. AI-assisted targeting with transparent pricing.

## The Advantage:

- No agencies required ● Human Clay
- No hidden commissions ● Human Clay
- No hidden commissions ● Swiss Navy Blue
- Verified proof-of-play reporting ● Human Clay



# Transforming Screens into Intelligent Digital Assets



Zero CAC  
(No Customer Acquisition Cost)

Automated Campaign Allocation

Instant Revenue Settlement

Verified Playback Logs

Once onboarded, screen owners operate in a structured, friction-free revenue ecosystem.

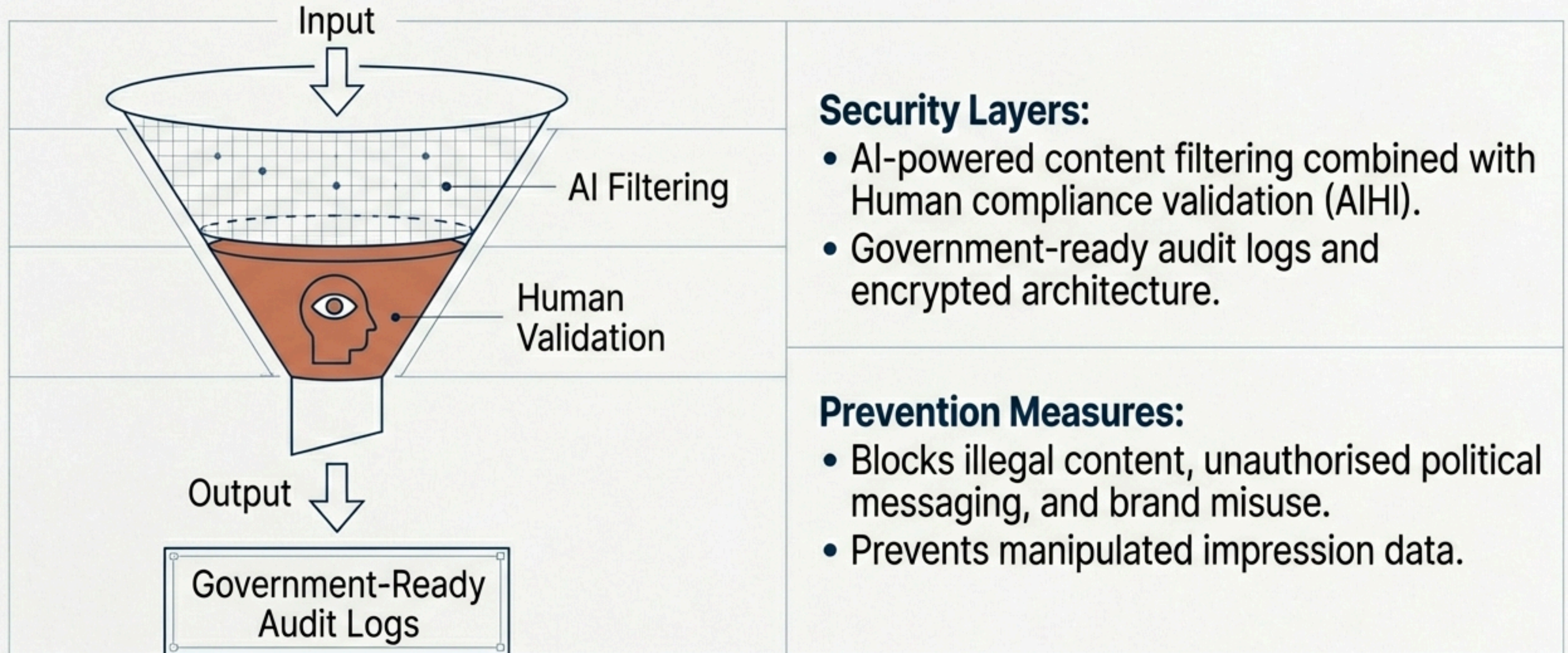
# A Distributed Digital Employment Network



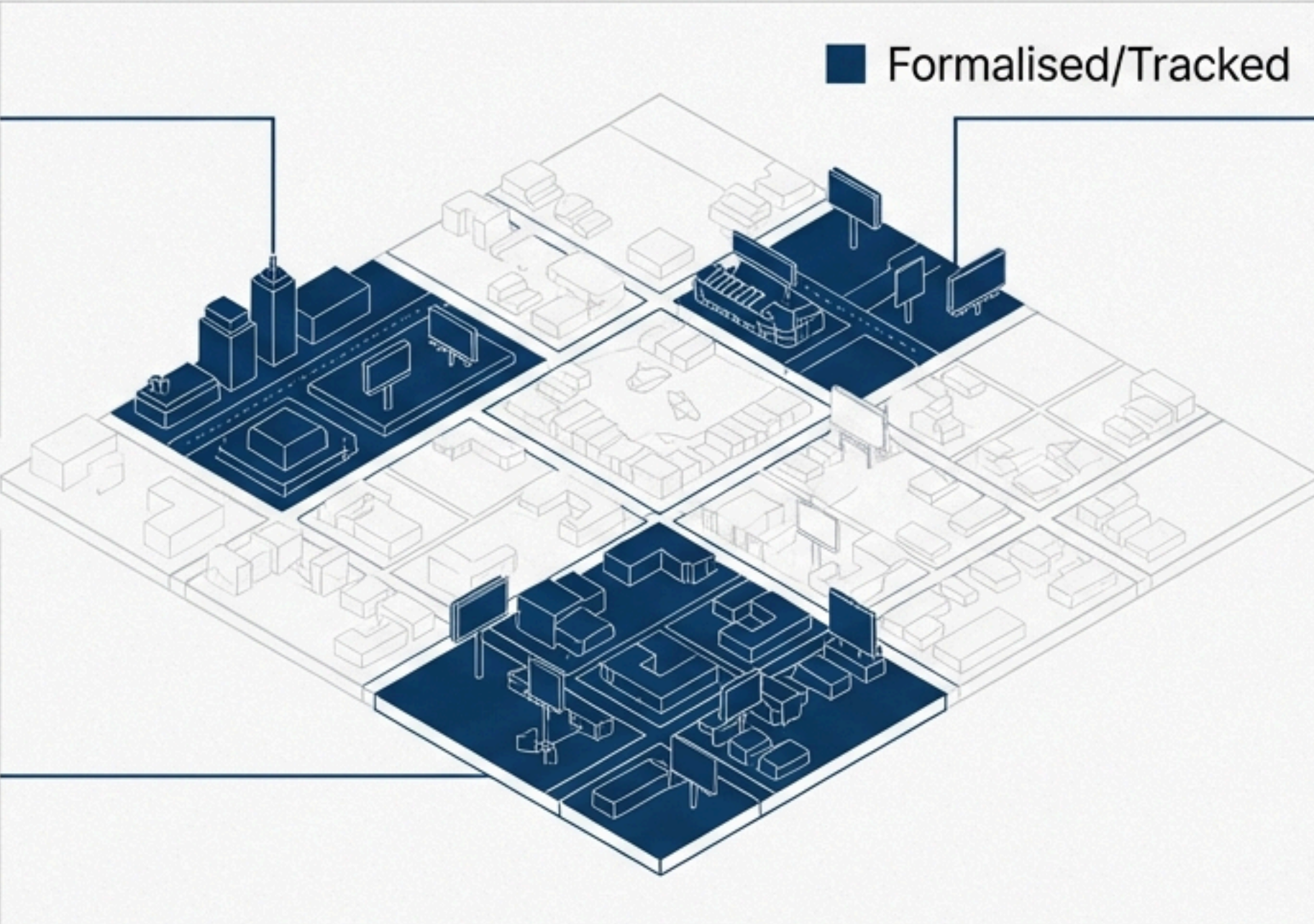
**Core Philosophy:** AI/ML ensures automation generates employment.

- Women: Remote compliance monitoring & flexible digital roles.
- Differently-Abled Individuals: Accessible dashboard roles & validation operations.
- Economically Left-Behind Communities: Digital training programmes & certification pathways.





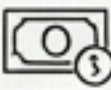
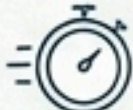
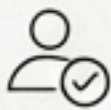
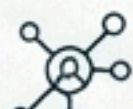




# Governance & Compliance Infrastructure



# Formalising the Outdoor Advertising Economy

Government Impact		Social Framework
<ul style="list-style-type: none"><li>● Structured advertisement tracking for improved tax visibility.</li><li>● Reduction of informal/illegal advertising.</li><li>● Digital audit trails and content governance control.</li></ul>		<ul style="list-style-type: none"><li>● Human override capabilities and transparent decision logs.</li><li>● Cultural sensitivity validation.</li><li>● Accountability mechanisms creating trust in AI deployment.</li></ul>

# Global Differentiation

	Traditional DOOH		Screenista Ecosystem	
	Manual billing			Automated verified settlement
	No proof-of-play			Execution-verified deployment
	Payment delays			Instant structured revenue
	Agency dependency			Direct advertiser access
	Automation replaces jobs			AIHl creates jobs
	CMS-based publishing			aiCDS execution infrastructure

# The Vision

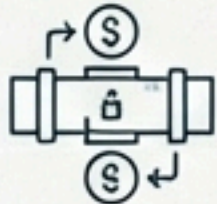
## Screenista aims to become:



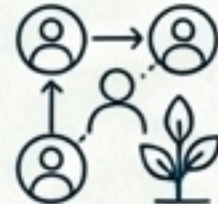
The global standard for verified digital deployment.



A compliance-ready AI governance infrastructure.



A secure digital revenue backbone.



A generational companion AI ecosystem.

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Transforming screens into secure, intelligent, execution-verified, and employment-generating digital assets.