

Signpost India wins two awards at the global Digital Signage Awards 2022, London

Mumbai, September 8, 2022:

Signpost India is proud to announce that it has won two prestigious awards at the global Digital Signage Awards 2022 held recently in London.

The global Digital Signage Awards are the annual international search for outstanding campaigns, creative executions and technical innovations, and remarkable media or placement solutions in the fields of digital signage, DOOH advertising and digital visual experiences.

The global Digital Signage Awards are completely independent and over the last twelve years, have recognised great companies, projects, content, campaigns and products from across the world. The awards are supported by leading companies keen to promote excellence and innovation throughout the sector.

Signpost India received awards for **Engineering Design for Installed Projects** and a High Commendation in the category of **Technical Response for Covid-19 for the project – ‘The Tiffin Towers’**, implemented with the support of the Adani Airport Team under the Mumbai International Airport Limited media asset program.

Shripad Ashtekar, MD and Co-Founder of Signpost India said, “Innovative design *is integral to every assignment we undertake. While implementing a plain vanilla DOOH project, the Signpost team came up with the idea of the Dabbawalla service of Mumbai, which enjoys global recognition for their strong logistics chain.”* He added, “This award in the *Engineering and Design category* at an international forum is dedicated to the Dabbawalas and the structure of ‘The Tiffin Towers’ which resembles a Dabba recognizes their contribution to society.”

About Signpost India

Signpost India Limited, India’s premier Digital Out of Home (DOOH) company, is an independent ISO-certified enterprise. It has vast experience in implementing large scale public-oriented projects, including street furniture, transit, public bicycle sharing and internet traffic monitoring system with over 32 Government authorities across the country.

It serves more than 100 corporates, PSUs, Tourism and MSME brands through its network of 11 offices. It has earned recognition in national and international forums with 57 gold, 43 silver and 28 bronze awards like ABBYS, EMVIES, KYOORIUS, Dragon of Asia, etc.

Signpost India’s subsidiary, EFlag Analytics Pvt Ltd, has developed a computer vision-based Artificial Intelligence-Machine Learning (AI-ML) platform to measure every traffic exposure through image analysis, which has been validated by the IISC Sustainable Transportation Lab of the Indian Institute of Science, Bengaluru.

Signpost India has a strategic investment in MojoBoxx, a smartphone-based wireless in-flight solution that enables the delivery of in-flight services from multimedia content to engagement services. MojoBoxx comes empowered with Artificial Intelligence-Machine Learning algorithms and is the only Indian company to be approved by Federal Aviation Administration (FAA), USA; Experimental Aircraft Association (EAA), USA and Directorate General of Civil Aviation (DGCA), India. MojoBoxx is currently live across 102 SpiceJet aircraft and 1400 rail coaches, serving several million passengers annually.