

A GUIDE FOR RETAIL STORES

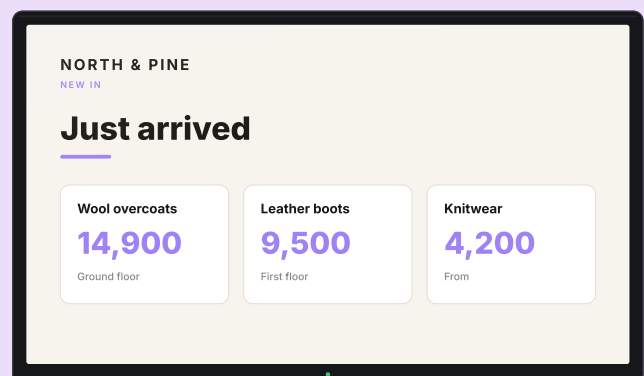
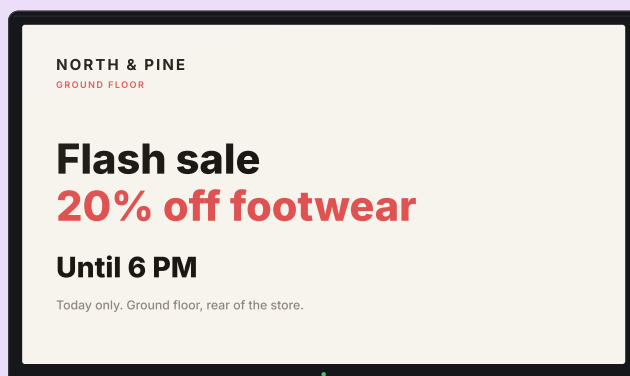
Every branch, changed from one desk

Promotions, pricing and opening hours across every shop you run, on a schedule, with proof that each screen took the change.

INSIDE THIS GUIDE

- 01 Who makes it, and the six other products they run
- 02 What Signvero is, and why it is new
- 03 What this costs you today, before anything changes
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WHAT THIS LOOKS LIKE ON THE WALL



THE CHOICE OF A NEW GENERATION

Fugen Services

Software, apps and AI for businesses in the United Kingdom and around the world — and, since 2016, a company that ships its own products as well as its clients’.

10 years

Building software since 2016

Worldwide

Offices in Glasgow and Karachi, clients beyond both

7 products

Of our own, with their own customers. Signvero is one

WHAT WE BUILD

- Web and eCommerce development
- Custom software and SaaS products
- Mobile apps for iOS and Android
- AI: chatbots, retrieval and process automation
- API development and integration
- UX/UI design, branding and identity
- SEO, PPC and content marketing
- DevOps, cloud engineering and dedicated teams

HOW WE WORK

A fixed price, before the build

Agreed in writing before anybody writes code, not discovered at the end.

You own the code

All of it, including the parts you would need to leave us.

An honest assessment

Including when the answer is that you should not build the thing.

Boring technology

Chosen so somebody else can maintain it in five years.

Something every week

A deliverable you can look at, not a status report.

Measurement, not reporting

What changed, against what it was before.

The people you meet are the people who do the work. We do not present subcontractors as staff, and we will tell you when the honest answer is that you should not build the thing.



One of the products: Signvero, on a wall.

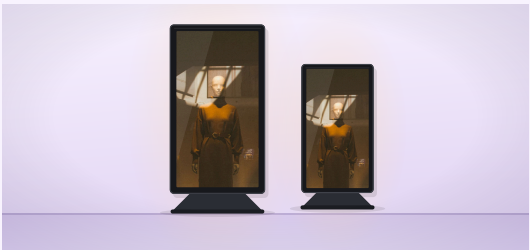
WHAT WE RUN

Seven products, and one of them is on your wall

An agency bills for hours. A product company has to live with what it built, answer for it years later and keep it running while somebody else depends on it. We do both, and the second is why the first is any good.

Signvero	Playlists on the TVs you already own, plus an alert that takes every screen. Self-hosted.
TeamCorr	CRM, a built-in softphone and biometric attendance on one login, with a live view of every agent.
Facteno	Order to invoice on one stock ledger: production, quality, real costing, approvals and accounts.
Postmarrow	Business email on your own domain, plus team chat, tracked tasks and video meetings.
DialogHive	One AI assistant answering customers across WhatsApp, Instagram, Messenger and your website.
Berryin	Online ordering, POS, kitchen display, QR dine-in, delivery and loyalty. Commission-free.
The Quick Repairs	Repair tickets and the retail till on one system, plus a site that turns quotes into jobs.

One of them is the subject of the rest of this guide. From the next page the colour, the mark and the voice are Signvero's own — it is a product with its own customers, not a line on an agency's service list.



The same panel behind every shape of screen.



RELEASED

August 2026

Screens you own, run from one browser tab

Digital signage you host yourself: one panel, a small player behind each screen, and an emergency channel that takes every one of them at once.

Signvero was released in August 2026 and is being launched in Pakistan first, run from the Karachi office, with the United Kingdom served by the same team. It is a product rather than a project: the same build goes to every customer, and the next version goes to all of them.

It exists because the signage market sells the same thing twice — a subscription per screen, and a cloud you have no say in. Both get more expensive the more useful the system becomes, which is a strange thing to agree to.

Because it is new, it is sold at launch pricing rather than list pricing. That is the only reason the offer later in this guide exists, and it carries a real date rather than a countdown that resets.

WHAT MAKES IT DIFFERENT

You host it

Your server, your database, no outbound connection. It runs on a network with no internet at all.

No per-screen fee

You buy a band of screens for one price. Hanging the next one inside your band costs nothing.

A dropped network is not a dark screen

Every player keeps its own copy and carries on.

An emergency outranks everything

Including a screen part way through a video.

Deployed by people

The same team that builds it installs it. There is no ticket queue.

Media library

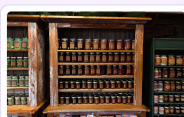
Images and video available to playlists and announcements.

[Upload files](#)


The shop floor



The window



On the shelves

The media library: every board and every clip in one place, ready to drop into a playlist.

The rest of this guide is specific: what Signvero does in retail stores, what those screens show, every feature in the panel, what it runs on, what it costs and what the first week looks like.



One of ours on a wall. The same panel drives every shape below.

WHERE YOU ARE NOW

What this costs before anybody buys anything

A campaign that launches on Monday is only a campaign if it is up on Monday everywhere. In practice it goes up in the flagship on Monday, two branches on Tuesday, and one branch never does it at all because the poster went missing in transit — and the first anybody knows is when a customer asks why the price on the window is not the price at the till.

Printed point-of-sale is the expensive half of that problem. The cheap half is the time: somebody designs it, somebody prints it, somebody couriers it, and somebody in each shop is supposed to put it up during a shift when they are already serving.

Signvero replaces the courier with a publish button. You build the artwork once, choose which shops get it, and the screens change at the hour you said. The panel then tells you which ones actually did, which is the part a head office has never been able to answer honestly.

WHAT USUALLY GOES WRONG

- Each branch does its own thing and none of it matches
- A promotion starts on Monday and three sites forget
- Head office has no way to prove a campaign actually went up

WHAT CHANGES

Groups per branch and per region

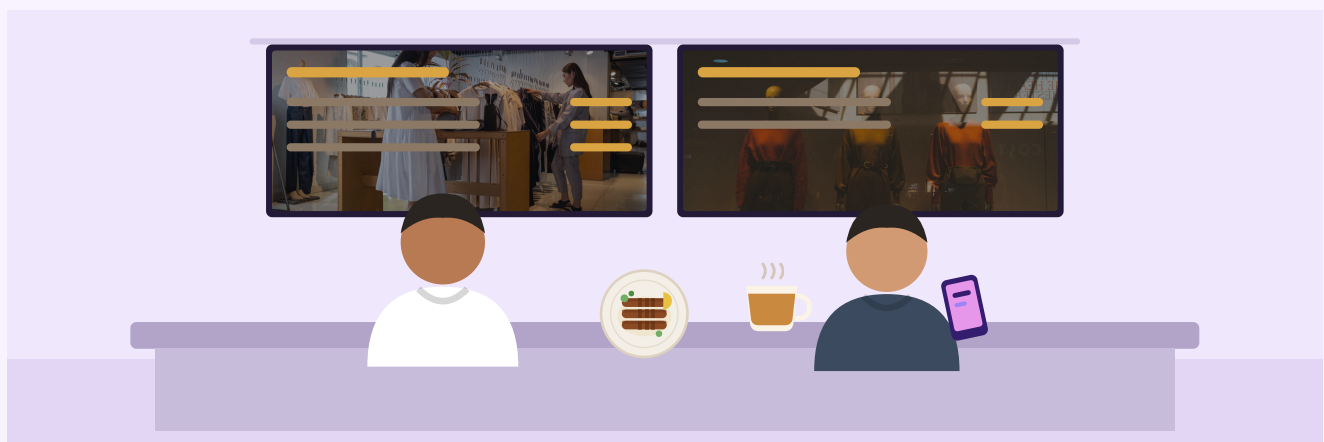
Assign to one shop, a city, or everywhere, from the same panel and in the same two clicks.

Campaigns with a start and an end

A schedule puts the sale up at nine on Friday and takes it down at close on Sunday without anybody being asked.

Proof it landed

A delivery report per screen, so "it did not show in Gulberg" is a question with an answer.



The whole proposition in one picture: the boards are above the till, and the person who changes them is standing under them with a phone.

One panel in a browser, and a small player behind each screen. The player keeps its own copy of everything, which is why a dropped connection is a screen that carries on rather than a black rectangle on the wall.

IN PRACTICE

What goes on the screens

Six things this trade puts up, rather than six things a signage brochure says you could.

Window displays Bright, looping offers facing the street, on a schedule that follows your trading hours.

Aisle and category screens The offer that belongs to the shelf it is standing next to, grouped so one change covers every store.

Till-point upsells A short loop at the queue, which is the only place a customer is standing still.

Price and promotion cards Designed from a template, so a price change is typing a number rather than briefing a designer.

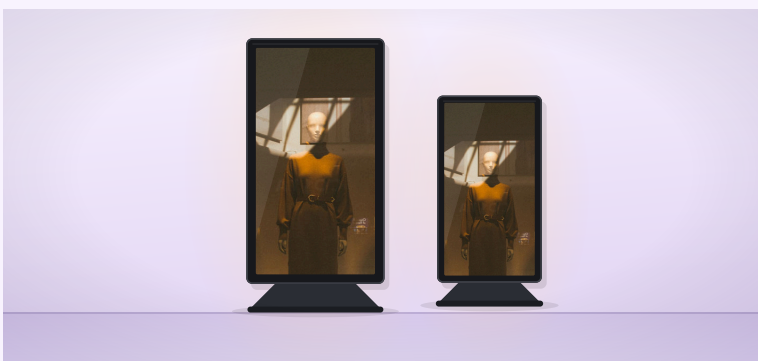
Staff notices in the back room Targets, rotas and safety notices on a screen only staff see.

Store closing or incident messages A full-screen takeover on every branch at once, or just the one that needs it.

WHERE THE SCREENS GO

The question every first conversation reaches within ten minutes. In the order most places buy them — and the first one is usually enough to start.

- 01 The window, facing the street
- 02 Aisle ends, where the offer belongs to the shelf beside it
- 03 The till queue, the one place a customer stands still
- 04 The stock room, for staff notices nobody else sees

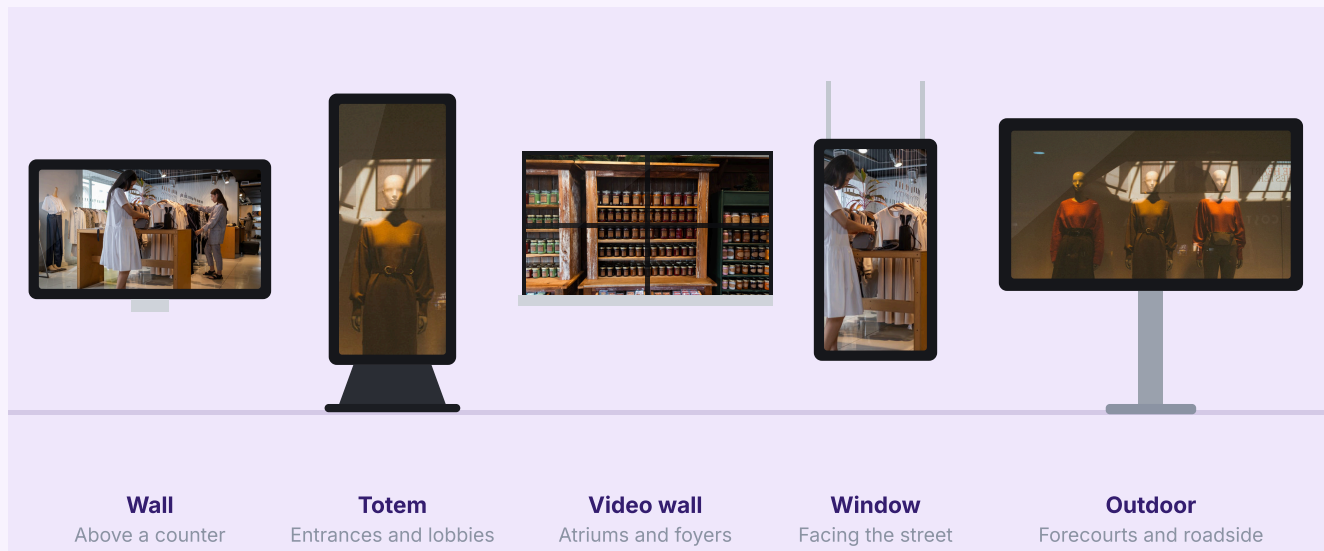


A totem by the door, on the same loop as the screens inside.

WHAT A SCREEN CAN BE

Digital signage is not only a television on a wall

The same panel drives every one of these. Which one you hang is a question about the room, not about the software — and it is the question most people arrive with.



Indoors, on a wall

The commonest by a distance: a commercial panel on a bracket above a counter or a desk, driven by a box the size of a paperback behind it.

In the glass

A high-brightness panel facing out of a window. Bright enough for daylight, and it keeps working for the hours the shop is shut.

On the floor

A totem by the door, weighted so it cannot be knocked over, usually portrait because that is the shape of a person walking past it.

A wall of them

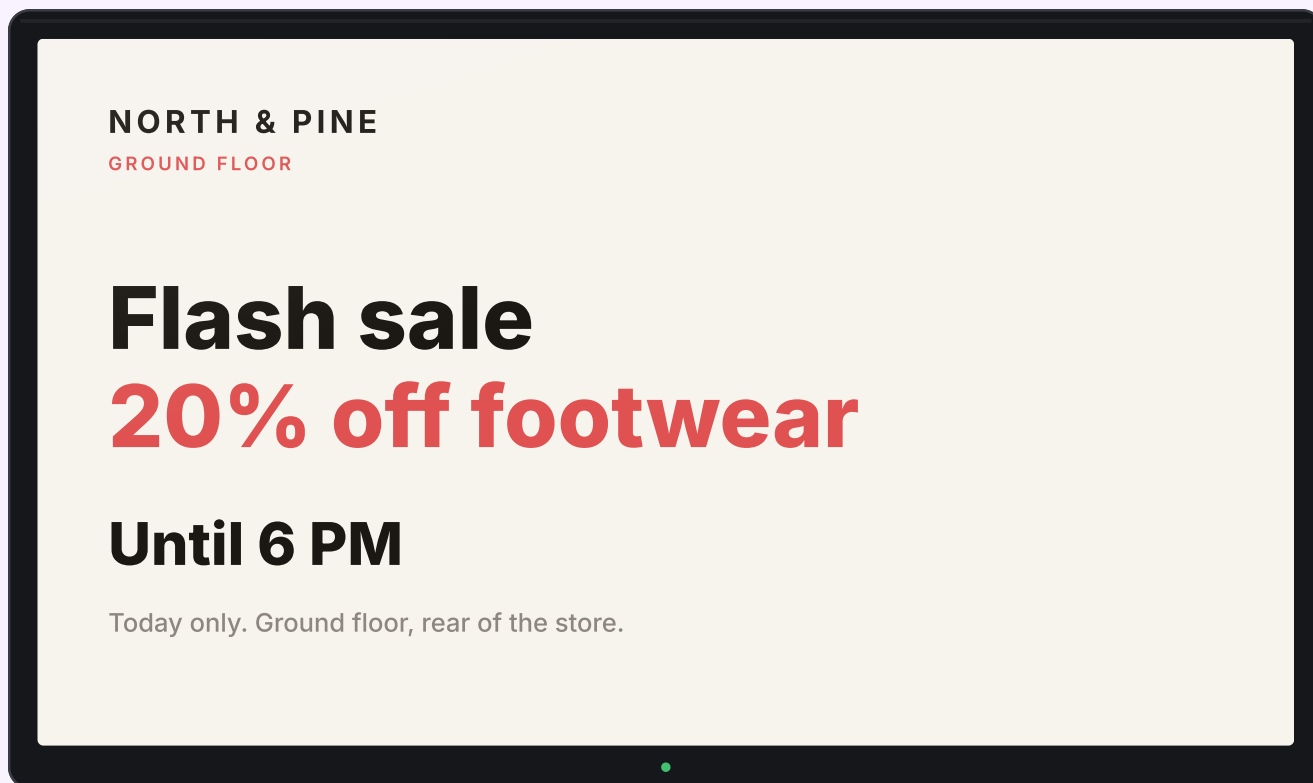
Four or nine panels driven as one picture, for an atrium or a foyer. Each one is still a screen in the panel, so a single alert takes all of them.

We do not sell any of it and take no margin on it, which is why we have no reason to recommend the expensive one. Tell us the room and we will tell you what it needs.

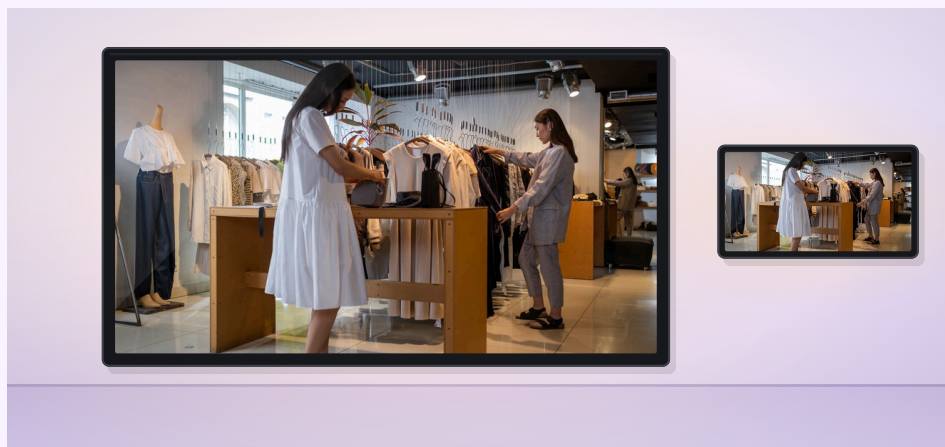
MOCK-UPS

What this looks like in the room

One of the boards this trade runs, at the proportions a screen actually has, and the same thing on a wall. It is built from a template, so the third looks like the first.



An aisle-end offer that starts and ends at the minute you set, in one shop or all of them.

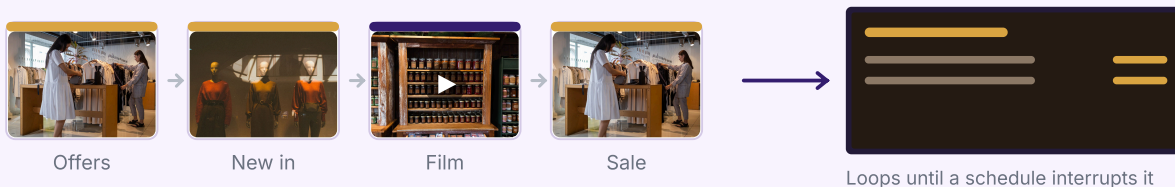


And on the wall it was drawn for.

THE WHOLE PANEL

Every feature, not a highlights reel

Including the parts most people never use. A capability that is not written down is read as one that is not there.



Content

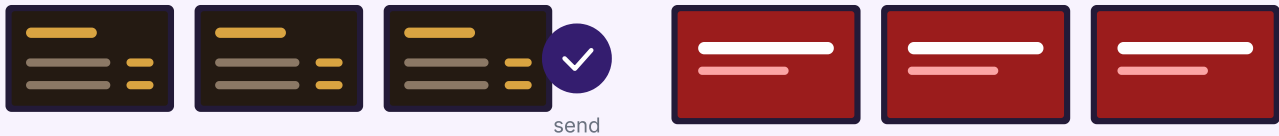
Media library	Images and video in one place, searchable, with the screen sizes they were made for. A file is downloaded by a player exactly once however many playlists use it, because media is addressed by checksum.
Playlists	Ordered loops of media and announcements, with a duration per item. Drag to reorder. Assign one to a screen, a group, or everything.
Templates	Designed cards built from a starting point, so the tenth board looks like the first. Editing a template never changes announcements already made from it.
Announcements	A composed message with a layout, a theme, a priority and a length. Written in one form, previewed at the screen's real aspect ratio before it goes anywhere.
Branding	Your colours, your logo and your typefaces on the boards, set once for the account.

When things play

Schedules	The right content at the right hour, every day, with nobody touching a screen. Start and end times, days of the week, and a repeat rule for anything more complicated.
Dayparting	Breakfast until eleven and lunch after, or a deal that runs only between twelve and four. Set once and it changes itself.
Priority	A live schedule outranks a playlist assigned to a screen, and an emergency outranks everything. Four levels, with written rules about what interrupts what.
Screen takeover	One click to put a single thing on every screen at once, and one click to put them all back.

Screens

Pairing	A six-digit code shown on the screen, typed into the panel. About a minute, and it is the only setup step.
Fleet overview	Every screen, what it is playing, when it last checked in, which device it is and which version it runs. A dark screen is visible from a desk rather than discovered by a customer.
Groups	By branch, floor, department or area. Publish to one, to several, or to all of them, and give a person only their own group.
Offline playback	Every player holds its own copy of the media and keeps playing through an outage, then picks up whatever changed when the connection returns.
Remote control	Refresh, restart and diagnose a screen from the panel instead of walking to the room it is in.



Every screen, in seconds, over whatever was playing

When something happens

Emergency alerts	One message to every screen, a group, or a single room, in seconds. Full-screen or a banner over what is already playing.
Until recalled	An alert can run for a set number of seconds or hold until somebody with permission clears it.
Sound	A screen can play a tone with an alert, for the places where nobody is looking at the wall.
Scheduled and repeating alerts	Send now, send later, expire at a time, or repeat on a rule — a weekly drill announcement, for instance.
Alert history	What was sent, by whom, to which screens and when it cleared.

Seeing the room

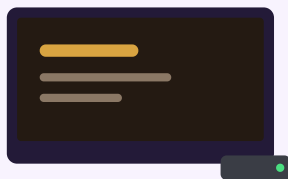
Live camera view	Where a screen has a camera, the panel can show its picture — up to nine at once, full screen if you want one of them larger. On the browser and Windows players today; Android TV players in the next release.
Listen	Audio from the same device, on a button, while you are watching. It stops when you stop.
It switches itself off	A camera runs on a short lease that the panel keeps renewing. Close the tab and it stops within ninety seconds on its own, rather than relying on anybody to remember.
Quality that survives a bad line	The picture measures its own upload and adapts, so a slow connection gets a smaller, steadier image rather than a frozen one.

People and proof

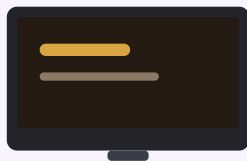
Unlimited users	No per-seat charge, on any plan.
Four roles	From full administrator to read-only, permission-gated rather than advisory. A content manager publishes to the groups they are given and nothing else.
Audit trail	Every publish, command and configuration change recorded against a person and a time, queryable in the panel and in your own database.
System health	The state of the server, the queue and the storage, on a page rather than in a log file.



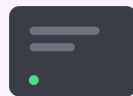
Four panels driven as one picture, addressed as one screen.



Android TV box



Samsung or LG



Windows



Any browser



Phones

Modules we switch on per account

Queue and token calling

Call a number to a screen with a spoken announcement — a counter, a prescription, a clinic room. Switched on for the accounts that need it rather than cluttering the ones that do not.

API

Everything the panel does, available to your own systems: stock feeds, rates, bookings, a dashboard of your own.

What it runs on

Android TV and boxes

The one we recommend. Starts itself after a power cut and covers other apps.

Samsung and LG

Straight into the set's own browser. Nothing behind the screen at all.

Windows

An installer, for a PC already driving a display.

Any browser

Including as an installed app on a mini PC or a tablet.

Phones and tablets

So an alert reaches the people who are not standing in front of a wall.

Where it lives

Your own server

Shared hosting, a VPS, or a machine in your own rack. Your database, openable with any ordinary client.

No outbound connection

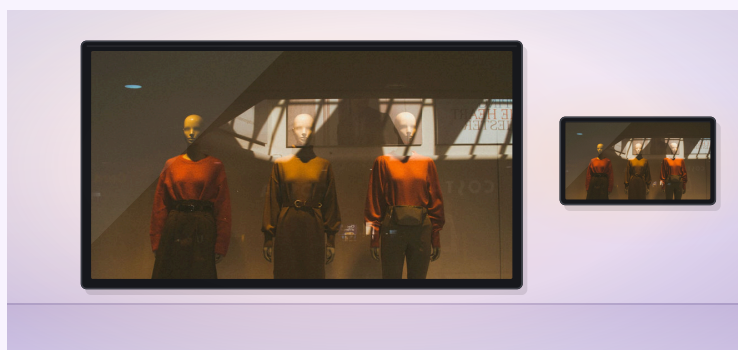
It never calls home, and it runs on a network with no internet at all.

Nothing proprietary underneath

Standard formats, so a future team can keep it running without us.

Playback survives you leaving

Stopping payment does not switch the screens off. What you lose is the panel and the updates.



Whatever is scheduled, wherever it is hung.

FOUR STEPS

From a box in a bag to a screen on the wall



1 Install a player

An Android TV box or stick behind the screen, a Samsung or LG set using its own browser, a Windows machine, or any tablet. You buy the hardware; we do not sell it and take no margin on it.

2 Pair it from the panel

The screen shows a six-digit code. Type it into the panel and the screen is yours. It takes about a minute and it is the only setup step.

3 Build a playlist

Images, video and designed cards in one loop. Assign it to a screen, a group, or everything, and drag to reorder.

4 Schedule it, then forget it

The right content at the right hour, every day. A live schedule outranks a playlist; an emergency outranks everything.

WHAT YOU NEED

- Screens with an HDMI socket — the ones you already own are usually fine.
- A small Android TV box behind each, or a Samsung or LG set with its own browser.
- Your network. It runs with no internet at all and never calls home.
- A phone or laptop for the panel. Nothing to install on it.

WHEN THE NETWORK DROPS

Nothing visible. Every player keeps playing from its own storage and picks up whatever changed once the connection returns. The panel shows when each screen last checked in, so a box that has genuinely stopped is visible from a desk rather than discovered by a customer.

Playlists

Ordered loops of media and announcements. Assign one to a screen or put it on a schedule.

[New playlist](#)

NAME	ITEMS	PLAYBACK	UPDATED	
Window displays	3	Loops · 12s	Today	Play on screens
Aisle and category sc...	5	Loops · 12s	Today	Play on screens
Till-point upsells	7	Loops · 12s	Today	Play on screens
Price and promotion c...	4	Loops · 12s	Today	Play on screens

Step three in the panel: one playlist per area of the building, with this trade's own boards in them.

EMERGENCIES

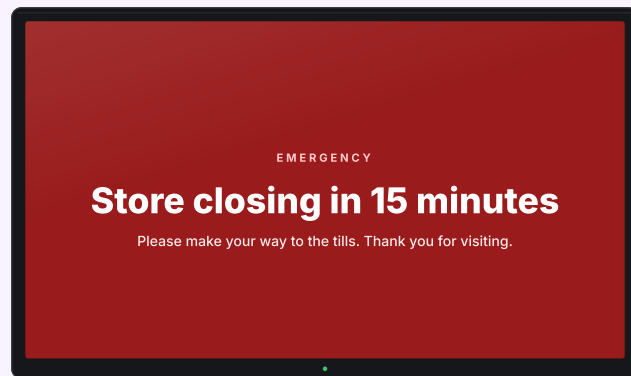
One alert, every screen, in seconds

Everything else in this guide is the ordinary day. This is the part people actually buy it for.

An alert is written in one form and sent to every screen, a group, or a single room. It covers the whole display rather than appearing as a strip along the bottom, and it holds until somebody with permission clears it.

Emergency is the top of four priorities and it outranks everything, including a screen part way through a video — which is the difference between “shown next” and “shown now”.

Every alert is written to an audit trail with the name of the person who sent it and the time they sent it.



An emergency alert, over whatever the screen was showing.

Compose alert

Write it once. Preview it at the screen's real shape. Then choose who gets it.

MESSAGE

Title

Store closing in 15 minutes

Body

Please make your way to the tills. Thank you for visiting.

APPEARANCE AND REACH

Display type

Fullscreen

Duration

Until recalled

Priority

Emergency

Targets

All screens

LIVE PREVIEW

landscape

Store closing in 15 minutes

Please make your way to the tills. Thank you for visiting.

Send now

Save as draft

Every alert is recorded against the person who sent it.

Writing one. The preview is the screen's real shape, so what you see is what the wall gets.



The alert, on the screen it interrupts.

PRICING

A band, not a meter

You buy a band of screens for one price. Inside the band the next screen is free, and it never triggers an upgrade quote. Six bands: five with a figure on them, and the estate itself priced past a hundred screens.

PLAN	SCREENS	PER MONTH	PER YEAR
Business One building or a single block - a reception, a few departments, one floor.	Up to 5 screens	Rs 10,000	Rs 108,000
Growth A typical campus, a clinic, an office over several floors - screens grouped by block.	Up to 10 screens	Rs 19,900	Rs 214,000
Scale A senior school, a large campus, a factory, a chain of branches.	Up to 25 screens	Rs 49,800	Rs 537,000
Enterprise Several sites in one install - a hospital, a council, a group of factories.	Up to 50 screens	Rs 82,800	Rs 894,000
Enterprise Plus A large group - every site an organisation has, under one panel.	Up to 100 screens	Rs 138,200	Rs 1,492,000
Custom Past a hundred screens. Priced on what you actually have, not on a band.	100 screens and up		<i>On request</i>

Each price covers the whole band, not one screen. Yearly billing is 10% below twelve monthly payments. All figures in Pakistani rupee.

THE SAME PRICE, PER MONTH	USD	GBP	EUR	AED	SAR
Business, up to 5 screens	\$36	£27	€32	AED 130	SAR 140
Growth, up to 10 screens	\$72	£54	€64	AED 260	SAR 270
Scale, up to 25 screens	\$180	£140	€160	AED 660	SAR 670
Enterprise, up to 50 screens	\$300	£230	€270	AED 1,100	SAR 1,100
Enterprise Plus, up to 100 screens	\$500	£380	€440	AED 1,800	SAR 1,900

Converted from PKR at the rate of 3 October 2026 and rounded, so they move a little with the market and are approximate. The yearly figures convert the same way. Invoices are in PKR. Any other currency: signvero.com/pricing converts it for you.

Hosted signage typically charges around Rs 5,500 per screen per month, so that bill grows every time you hang another television. Here the price is attached to the band rather than to the screen, so hanging the next one costs nothing — the only arrangement under which “no per-screen fee” is a true sentence rather than a slogan.

THE SMALL PRINT, IN FULL

What the price covers, and what it does not

IN EVERY PLAN

- Unlimited users, with four roles and an audit trail.
- Emergency alerts that cover whatever is playing, in seconds.
- Offline playback, so a dropped network is not a dark screen.
- Every player: Android TV, Samsung and LG, any browser, phones and tablets.
- Runs on a network with no internet at all, and never calls home.
- Your own database, which you can open with a standard client.
- Adding a screen inside your band costs nothing, and never needs an upgrade quote.

NOT IN ANY PLAN

- A per-screen fee. You buy a band, and the screens inside it are free.
- A metered limit on media, alerts or playlists.
- A licence key that stops the screens if you stop paying. Playback keeps working.
- The televisions, or the Android boxes behind them.

If you outgrow a band

You move up to the next one and pay the difference. No penalty, no re-quote, and nothing owed for the screens you added before you noticed.

Hardware

You buy it. We do not sell boxes and take no margin on them, which is why we have no reason to recommend one that costs more than it needs to.

If you stop paying

Playback keeps working. What you lose is the panel and the updates, not the boards already on the wall.

If a subscription is the wrong instrument

A perpetual licence is available on the Enterprise band, quoted alongside a support agreement — the usual arrangement for a capital budget or a public body.

Installation and training

Included in the rollout described on the next page. Updates are included too, rather than appearing as a separate line on the invoice.

Billing

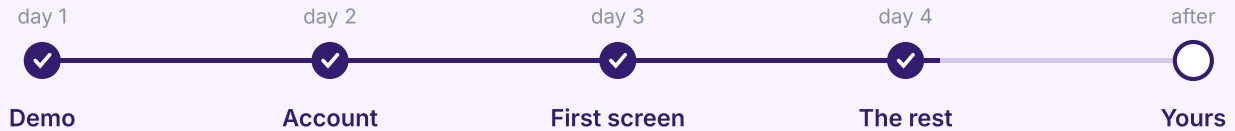
Monthly or yearly, invoiced in PKR. Yearly is 10% below twelve monthly payments, and it is the one most customers take.



A screen inside its band. The next one on the wall adds nothing to the invoice.

ROLLOUT

About a week, most of which is not us



Day one	A demo on your own content. Send us what you have now and we build it beforehand, so what you are looking at is your business and not ours.
Day two	Your account, your branding, your first boards, loaded from whatever you already use.
Day three	The first screen goes up. Pairing is a six-digit code and takes a minute; the rest of the afternoon is deciding how it should look on the wall.
Day four to five	The remaining screens, about ten minutes each, and training for whoever will be changing things. An afternoon, included.
After that	You are changing it yourself. We are on WhatsApp and email when something is not obvious, and updates are included rather than a separate line on the invoice.

Photographs from Pexels, whose licence permits commercial use. The photographers, named because they should be rather than because it is

required: Ron Lach, Lisa Fotios, Owen.outdoors. Every screen, panel and diagram in this guide is drawn.

QUESTIONS FROM THIS TRADE

The four that come back after every demo

Can a branch manager change their own screens?

Yes, if you want them to. Roles are per group, so a manager can publish to their own shop and see nothing else, while head office sees everything.

How do we know a campaign actually went live in every store?

Each screen reports what it is playing and when it last checked in. The panel lists any screen that is behind, so a missed campaign is visible from head office rather than discovered by a customer.

We have forty shops. Does the price keep going up?

Not inside your band — forty screens sit in the band that covers fifty, so the forty-first to the fiftieth cost nothing extra. Past a hundred screens we price the estate rather than count it.

Can we schedule a sale to start overnight?

Yes. A schedule has a start and an end, down to the minute, and the screens change themselves whether or not anyone is in the building.

SUPPORT, AFTERWARDS

The same people who set it up. WhatsApp and email during business hours, and a telephone number for the case where a screen is wrong in front of customers. Updates are included and are not a separate line on the invoice.

signvero.com

Pakistan	+92 310 1003007
UK	+44 7348 614469
Email	hello@signvero.com
Demo	Twenty minutes, no charge, on your own screen



Scan for this page
online



Wherever this ends up, it is the same panel behind it.