

PRESS RELEASE FOR IMMEDIATE RELEASE

FRAMEN Launches AI Assistant, Bringing Next-Gen Intelligence to the Global DOOH Ecosystem

Berlin/Munich - May 30, 2025 At Digital Signage Summit Europe in Munich, Dimitri Gärtner, the founder and CEO of FRAMEN, unveiled comprehensive upgrades to the FRAMEN platform. The initial release of an AI assistant designed to support both advertisers and screen providers was one of the things introduced. However, it's not just about a new feature; the updates revealed more. FRAMEN aims to set new industry standards for integrating artificial intelligence into digital out-of-home advertising and digital signage sector.

"We don't just talk about AI. We build with it, train on it, and scale it," said Gärtner during his keynote. "From content to measurement to digital signage, these updates redefine how DOOH is done."

AI-Native DOOH and intelligent workflows

AI Assistant: One Platform, Major Benefits for Two Power Users

Whether you're running a campaign or managing a screen network, the FRAMEN AI Assistant brings automation, intelligence, and simplicity:

- **Advertisers** can create campaigns with precise targeting. Based on the briefing, the system automatically selects the most relevant locations, cities and playout times.
- **Screen Providers** can simplify screen setup, content creation and curation, and CMS operations by using intuitive, AI-driven processes.

Content Creation: From Prompt to Playback

- **No Templates:** Prompts replace presets. Every asset is unique, story-driven, and fully AI-generated whether it's a campaign or location content.
- **Animated Content:** News, lifestyle, ads, rendered dynamically, localised instantly.
- **3M+ Creatives Played in the last 5 years:** Every impression feeds back into FRAMEN's proprietary AI models, constantly improving output and storytelling nuance.

AI-Powered Ecosystem Tools: Industry-First Standards

- **Creatives Auto-Recogniser:** An intelligent tool that automatically analyses and tags media assets by detecting text and visual elements, enabling fast, accurate classification and deeper creative insights.
- **Impression Recognition:** Tracks audience interaction anonymously, refining DOOH performance metrics.

Global Reach, Local Intelligence

Together, these tools position FRAMEN as a leader in AI-backed DOOH measurement. With operations in over 30 countries and 33,000+ active screens, FRAMEN is setting the global benchmark for intelligent DOOH. By 2026, FRAMEN will fully automate the DOOH value chain, enabling responsive, intelligent media to appear wherever people are.

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