CONNECTED OUTDOOR ADS: REAL-TIME CONTROL VIA WIRELESS ROUTER

HIGHLIGHTS

- JCDecaux Lithuania, a leader in out of home advertising, needed a cutting-edge solution to modernize their network of outdoor ads. With thousands of units spread across cities and highways, they aimed to capture real-time data on audience interaction, while maintaining low operational costs and ensuring system reliability.
- In collaboration with AllUnite, they adopted Teltonika's RUT241—a compact yet powerful wireless router with built-in Wi-Fi scanning and cellular connectivity.
- JCDecaux can now track when, where, and how many people engage with their ads—enabling smarter decisions and more dynamic campaign optimization.

THE CHALLENGE – NO EYES ON THE GROUND

For years, JCDecaux has deployed static billboards and transit media across Lithuania, relying on estimated impressions and visibility reports. However, as digital marketing advanced, so did clients' expectations for precision and accountability.

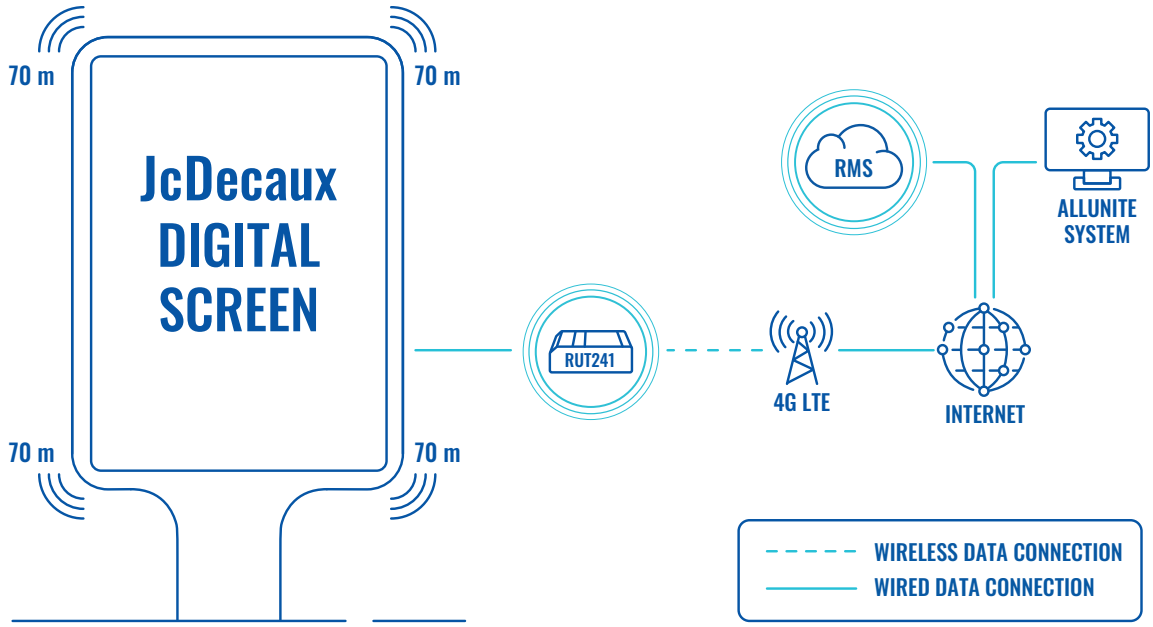
Measuring engagement for outdoor ads without real-time data means relying on assumptions. JCDecaux needed accurate insights into foot traffic patterns—hour by hour, location by location. How many people passed by? Did they linger? Did ad positioning affect visibility?

But scaling smart technologies in public spaces isn't easy. Many locations lack reliable infrastructure—there's often no fixed internet, no stable power. That's where cellular connectivity becomes essential.

Connectivity has to be continuous and stable. Manual inspections were costly and time-consuming. In short, they needed a remote, automated solution with built-in remote management—powered by a rugged, scalable industrial router that could be deployed across many sites and trusted to deliver results.

And let's not forget the outdoors. From heatwaves to snowstorms, any deployed tech had to handle extreme weather conditions without missing a beat.

TOPOLOGY



THE SOLUTION – ONE WIRELESS ROUTER, FULL CONTROL

For a project of this scale, JCDecaux needed full confidence that their connected infrastructure would last. That's why the RUT241M2M router became the backbone of their transformation. It empowered them to shift from static displays to interactive, measurable platforms—resulting in improved accountability, campaign flexibility, and greater client satisfaction.

To digitize their out of home advertising infrastructure, JCDecaux partnered with AllUnite to deploy a sensor-driven system powered by Wi-Fi scanning. At the heart of this innovation is Teltonika's RUT241— a compact wireless router with 4G LTE capability built for industrial and remote environments.

This smart device emits a Wi-Fi signal and picks up pings from nearby mobile devices, anonymously estimating the number of passersby. With its 4G LTE uplink, the router forwards data directly to AllUnite's platform for real-time analysis. JCDecaux now has access to granular foot traffic data, helping them validate campaign effectiveness and tailor placements based on performance.

Beyond its compact footprint and smart scanning functionality, the RUT241 supports global deployments with flexible connectivity. Its eSIM router capabilities enable seamless provisioning, while rugged hardware ensures it operates as a reliable industrial grade device, resistant to moisture, dust, and wide temperature ranges.

The RUT241 industrial cellular router is engineered for extreme temperatures, unstable power environments, and outdoor durability. And it doesn't stop there. With Teltonika's Remote Management System (RMS), JCDecaux can manage every deployed router—from firmware updates to security monitoring—all from a centralized dashboard. That means fewer truck rolls, faster rollouts, and significantly lower maintenance costs.

In short, the Teltonika wireless router delivered not just connectivity, but total control—and made every outdoor ad work harder through intelligent, data-driven insight.

Need a smart connectivity solution for your advertising infrastructure? Contact us today to test the RUT241 and discover how it can help you monitor, manage, and measure performance—without stepping outside.