

DARSHAN

Enterprise Digital Signage & Governance Platform

Governed publishing, offline-first playback, and audit-ready visibility for enterprise screen networks.

<p>Approvals + RBAC</p> <p>Role-gated publishing with full audit trails</p>	<p>Offline-First Caching</p> <p>Screens never go dark, even without connectivity</p>	<p>Instant Takeover</p> <p>Emergency override across targeted screens in seconds</p>	<p>Proof-of-Play + Logs</p> <p>End-to-end auditability with telemetry & screenshots</p>
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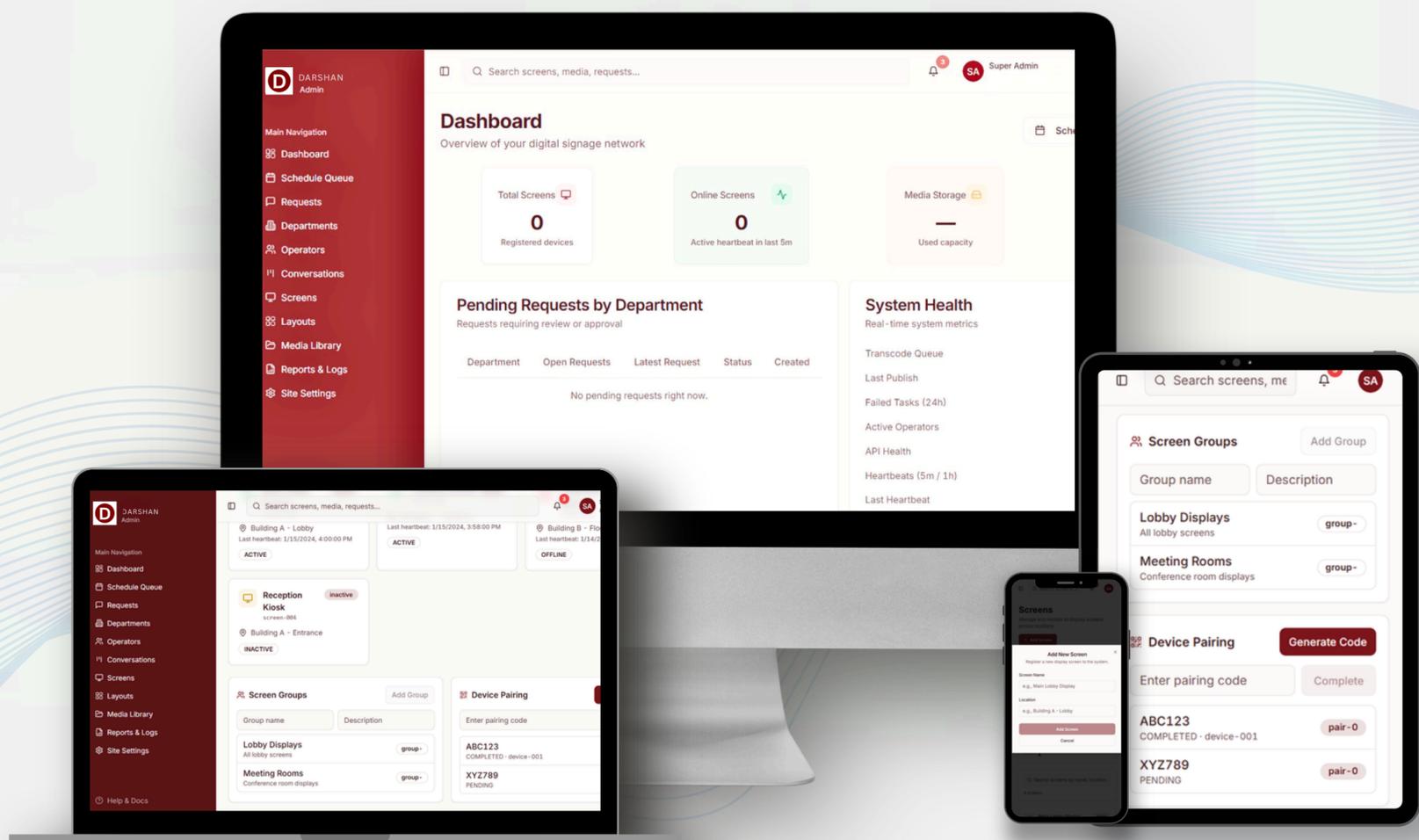
Digital Audit & Remote Signage Hub for Automated Networks

ON-PREM CMS	SECURE BACKEND	MULTI-OS PLAYERS	OFFLINE-FIRST	AUDIT-READY
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Offered by: Aseem Data Research Private Limited

1-18-1/4/101, Sri Ram Nagar Colony, Alwal, Secunderabad, Telangana – 500010, India

GST: 36ABCCA5819P1Z7



Why DARSHAN Matters

Enterprise signage demands more than content playback. Decision-makers need governed publishing, operational resilience, and compliance-grade accountability – all from a single platform.



Governed Publishing

- Configurable approvals workflow: Request → Review → Approve/Reject → Publish
- Role-based access control (RBAC) with permission-aware UI
- Complete audit trails for every action – requests, approvals, rejections, schedule changes
- Zero risk of unauthorized or incorrect content going live



Reliable Playback

- Snapshot + timeline scheduling for consistent, repeatable playback
- Offline-first caching – screens continue operating during network interruptions
- "Always-on" default content prevents blank screens
- Auto-start on boot with watchdog recovery



Operational Visibility

- Proof-of-Play (PoP) reports: what ran, when, and on which screen
- Device health metrics, uptime trends, sync anomalies
- Screenshot archives for visual verification
- Centralized log management for faster troubleshooting

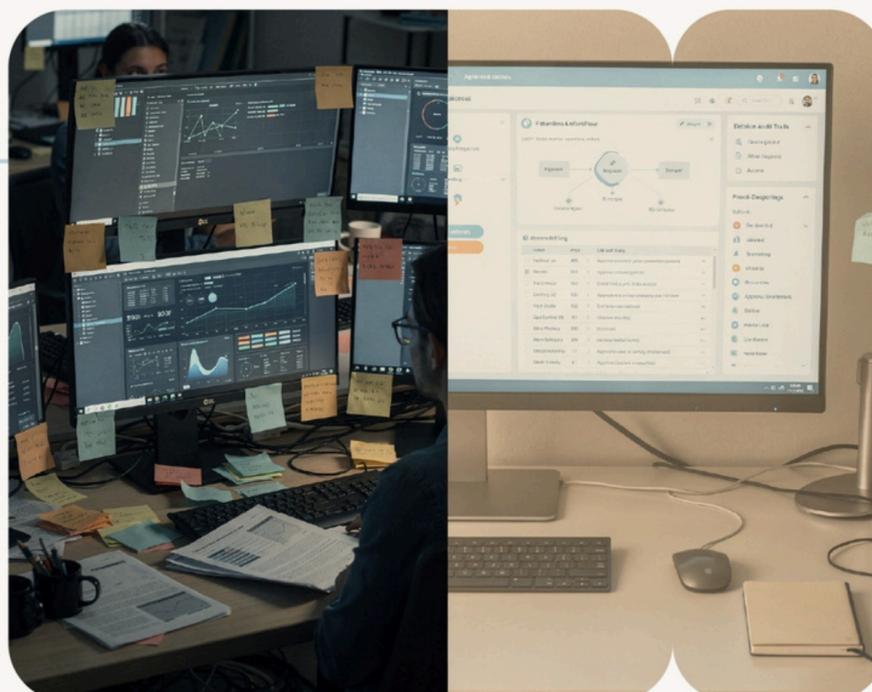


Instant Control

- Emergency/instant takeover to push urgent messages immediately
- Priority rules – emergency messaging supersedes routine schedules
- Optional auto-expire to revert to normal programming
- Supports full-screen takeover, alert banners, or zone-based alerts

Operational Chaos

Fragmented screens, manual updates, no audit trail

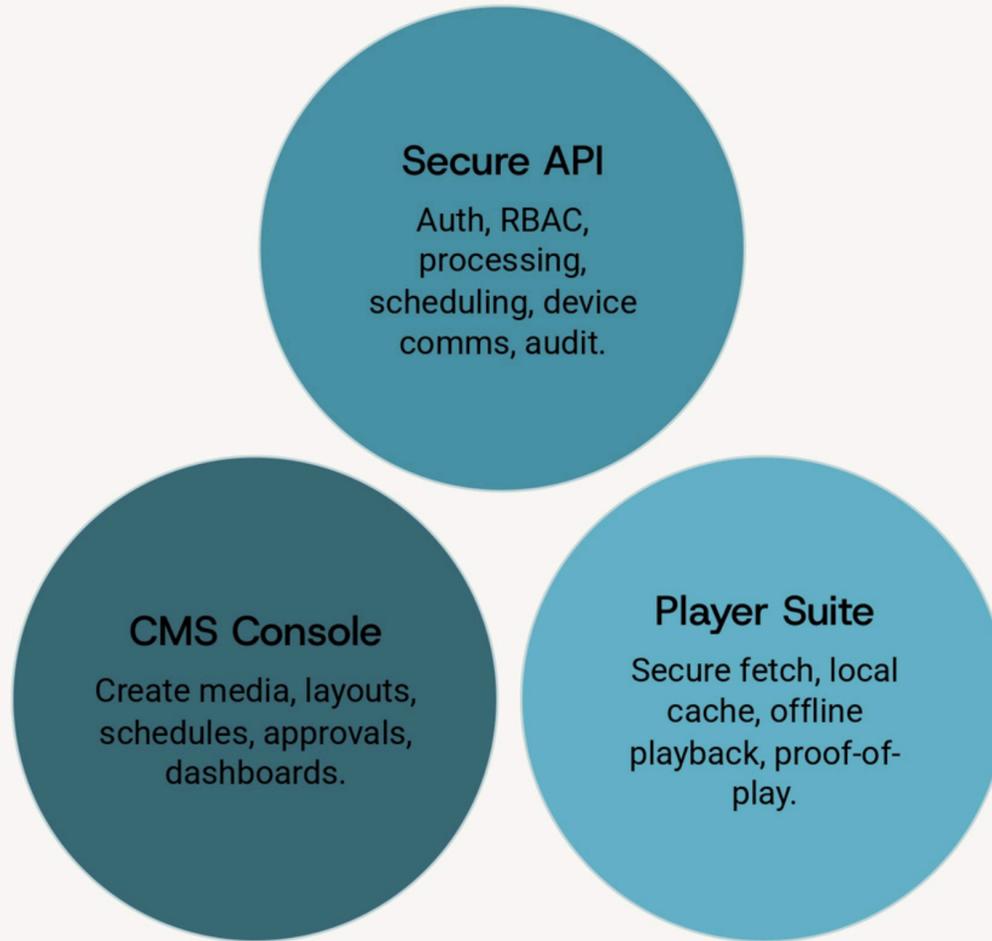


Governed Control

Central CMS, approval workflows, proof-of-play

Platform Architecture

DARSHAN is a three-layer platform engineered for enterprise control, secure communication, and reliable multi-OS playback.



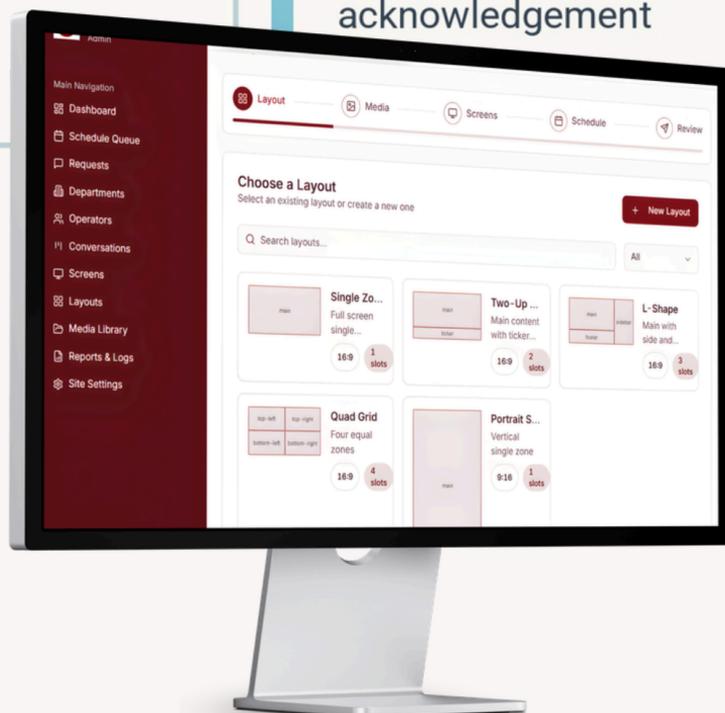
Content flows from the CMS through the secure backend to player devices, with every interaction authenticated, logged, and auditable.

Key Security Callouts

Secure Device Identity
CSR → Certificate enrollment with **mTLS** for trusted player communication

Commands + ACK
Refresh, restart, sync, screenshot – every command tracked with acknowledgement

Offline Cache + Sync Back
PoP, logs, and telemetry sync automatically once connectivity is restored



Web Console (CMS)

- Unified media library
- Mosaic layout builder
- Presentation editor
- Approval workflows
- Schedule management
- Dashboard & settings

Secure Backend

- Authentication & RBAC
- Media processing pipeline
- Scheduling services
- Device communication (mTLS)
- Audit logging & reporting
- Notifications & webhooks

Player Suite

- Secure fetch + verified delivery
- Local caching (offline-first)
- Kiosk lockdown & watchdog
- Command + ACK tracking
- Proof-of-play generation
- Local diagnostics logging

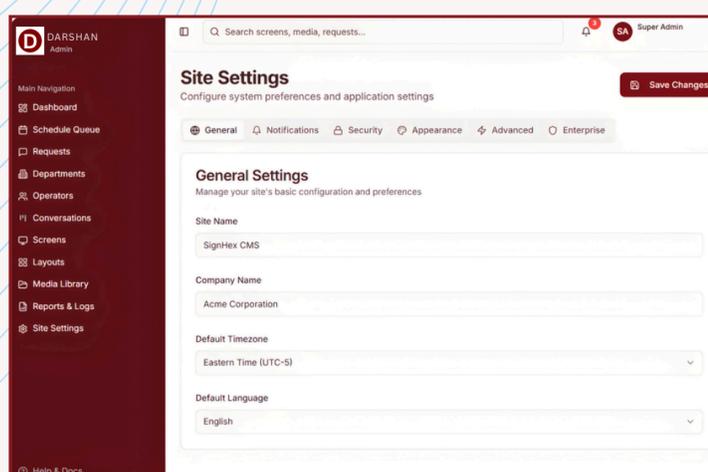
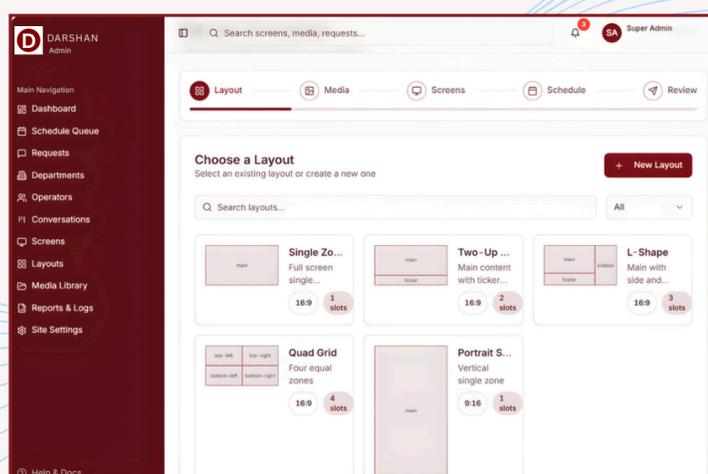
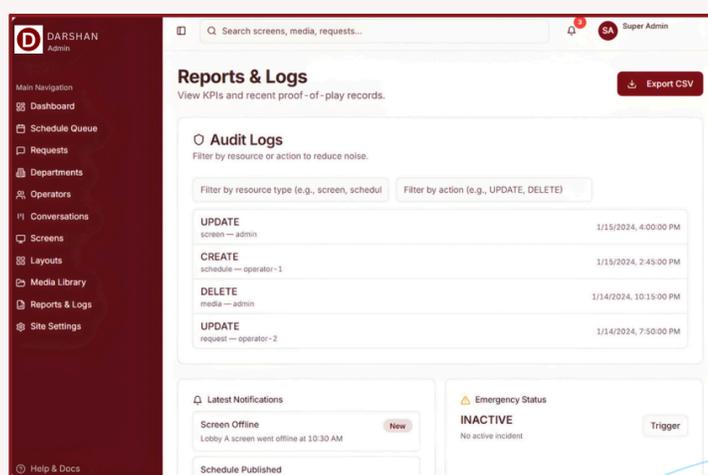
Proof-of-Play

Logs

Telemetry

Screenshots

Data captured at every layer for complete operational transparency and audit readiness.



Shaping
Tomorrow
with AI

By integrating AI into our lives, we're not just keeping up with the future; we're shaping it. AI transforms ideas into groundbreaking realities.

Features at a Glance

A comprehensive capability set designed for governed publishing, secure playback, and operational accountability across enterprise screen networks.

<h3>Centralized Content Ops</h3> <ul style="list-style-type: none"> • Unified media library (images, video, PDF, HTML5) • Organize by department, location, campaign • Version handling & content expiry • Bulk publishing across screen groups 	<h3>Mosaic Layout Builder</h3> <ul style="list-style-type: none"> • Multi-zone split-screen layouts • Reusable templates (reception, cafeteria, floors) • Zone-level scheduling • Preview mode before publishing 	<h3>Approval Workflow</h3> <ul style="list-style-type: none"> • Request → Review → Approve/Reject → Publish • Comments & collaboration in request queue • Permission-aware UI • Complete audit trail for all actions
<h3>Smart Scheduling</h3> <ul style="list-style-type: none"> • Snapshot-driven & timeline scheduling • Daily/weekly/custom recurrence • "Always-on" default content • Scheduled transitions (start/end) 	<h3>Instant Takeover</h3> <ul style="list-style-type: none"> • Emergency override – immediate • Priority rules supersede routine schedules • Auto-expire to revert to normal • Full-screen, banner, or zone-based alerts 	<h3>Secure Device Management</h3> <ul style="list-style-type: none"> • CSR → Certificate pairing (mTLS) • Device grouping & bulk operations • Command + ACK tracking • Kiosk mode with watchdog recovery

Other Modules

<h3>MFA</h3> <p>Email OTP / Authenticator App</p>	<h3>YouTube</h3> <p>Where permitted by policy</p>	<h3>Web Links / HTML</h3> <p>Intranet dashboards & pages</p>	<h3>Webhooks</h3> <p>Event-driven automation</p>
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Multi-OS Player Suite

- Android
- iOS / iPadOS
- Ubuntu (Electron Kiosk)
- Windows
- macOS

Offline-First Playback

- Continues playback during network loss
- Local cache retains schedules + assets
- Fallback content for resilience
- Syncs PoP & logs on reconnect

Internal Secure Chat

- Operator/admin coordination
- Publishing, takeover & device discussion
- Chat activity logging (policy-based)
- Governance-aligned traceability

Log Management Platform

- Central log collection (CMS, backend, players)
- Search/filter for troubleshooting & audits
- Archival & retention controls
- Telemetry dashboards (health, uptime, sync)

Reporting & Proof-of-Play

- PoP: what ran, when, which screen
- Schedule & publishing audit logs
- Exportable reports (PDF/CSV)
- Notifications (approvals, sync fails, offline)

Security & Compliance

- On-prem – data stays within infra
- TLS/HTTPS + internal CA integration
- RBAC, audit trails, policy controls
- Optional MFA for CMS access



Where DARSHAN Delivers

Built for institutions that require controlled publishing, operational reliability, and compliance-grade accountability – including environments with limited internet access or strict network boundaries.

Use Cases

 Government Public sector internal communication & citizen displays	 Defence & Secure Sites Air-gapped & classified facility signage	 BFSI Branch networks & regulated enterprise displays	 Manufacturing Safety dashboards & KPI displays on plant floors
 Healthcare Hospital & campus announcements, wayfinding	 Large Enterprises Command centers, operations dashboards, alerting		

Deployment Model

 On-Premise Fully deployed inside customer network – content & logs stay within your infrastructure	 LAN / Air-Gapped Ready Designed for restricted networks, segmented environments & limited connectivity	 Scalable Screen Networks From a few screens to large multi-location deployments – sized per your needs
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Why DARSHAN

→ Centralized Control

Single platform for content, devices, schedules, and approvals across all locations

→ Enterprise Governance

Approvals, RBAC, permission-aware UI, and complete audit trails at every layer

→ Scalability

Architecture sized from pilot to organization-wide – multi-OS, multi-location

→ Operational Reliability

Offline-first playback, watchdog recovery, fallback content – screens never go dark

→ Audit Readiness

Proof-of-play, telemetry, logs, screenshots – compliance-grade accountability built in

📄 **Aseem Data Research Private Limited**

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Disclaimer: Features and specifications may vary depending on deployment configuration, endpoint hardware, and customer security policies.

