

KEEPING MOBILE DIGITAL SIGNAGE CONNECTED WITH SPITFIRE IOT SIMS.

DIGILITE LTD

Reinventing outdoor advertising ... In London, where advertising space is both coveted and tightly regulated, DigiLite Ltd has found a way to make every street corner an opportunity. Determined to rethink outdoor advertising for a digital-first world, the team developed a new kind of mobile billboard: integrating digital screens directly into the courier bags of the city's delivery riders.

Each rider crossing the capital becomes a miniature platform for live campaigns, content, and real-time audience engagement, turning the capital's booming delivery economy into a dynamic advertising network.

But building a business around always-on, location-aware digital signage meant solving one fundamental challenge: how to guarantee real-time connectivity and campaign control at city scale.

The Challenge:

Reliable, real-time connectivity on the move

Building a business on mobile digital signage depends not only on the screens themselves, but also on the systems working behind the scenes.

Each advertising bag needs robust, always-on connectivity to power live GPS tracking, deliver campaign content, and capture real-time analytics.



For DigiLite, having this kind of granular data is central to their business as it grows, providing customers with the insights needed to drive their campaigns.

To achieve this, DigiLite initially installed standard pay-as-you-go retail SIMs directly into each courier bag. The team would manually activate and top up each SIM individually, loading data allowances as needed.

Coverage gaps, manual top-ups, inconsistent data flows, and an inability to scale exposed the limits of these consumer mobile contracts. Fakrul Islam, COO, DigiLite, explains,

"We realised pretty quickly that normal SIM cards just weren't fit for purpose. We couldn't afford a GPS system that only worked some of the time, or adverts that failed to update if a bag dropped out of signal."

And as the business gains traction, the stakes grow higher. With every new advertiser, the need for transparency, reliability, and control increases.

Murad Kibria, CEO, DigiLite, says,

"We're a numbers-driven business. If we can't guarantee consistent data and real-time insights, we can't build trust with our clients or plan for real growth."

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The solution: Spitfire IoT

Recognising the limitations of third-party retail SIMs, DigiLite turned to Spitfire. Right from the first conversation, Spitfire worked alongside DigiLite to understand the technical requirements of the project and the company's ambitions. This collaboration enabled the team to develop a solution that could support live content delivery, detailed data analytics, and DigiLite's plans for future growth.

Every bag was fitted with a Spitfire IoT SIM, instantly enabling DigiLite's network with:

- **Reliable 4G connectivity:** Spitfire's network provides 100% outdoor coverage across the City of London ensuring each bag maintains a steady connection across London's patchwork of coverage zones, so data flows uninterrupted.
- **Remote campaign management:** The network enabled the instant delivery and update of adverts, so brands can launch or tweak creative at a moment's notice.
- **Live GPS and data analytics:** providing granular usage metrics and performance reporting—essential for both operational management and client transparency.
- **Scalable SIM management:** via Spitfire's central portal, DigiLite can monitor usage, manage costs, and project future requirements, all with pay-per-MB flexibility.

"From day one, Alan at Spitfire was a sounding board for ideas and a real partner in helping us solve problems," says Fakrul. "If something came up, it was fixed the same day."

Foundations for growth and a platform for what's next

With Spitfire's IoT infrastructure in place, DigiLite has moved from concept to scale-up, growing from five trial bags to a live fleet of 20, with plans for 100 by the end of 2025 and a vision for 300+ in 2026.

What Spitfire's solution makes possible:

- **Instant, location-aware campaign management:** advertisers can change creative or launch new content in seconds, while tracking exactly where and when ads are displayed.
- **Operational confidence and transparency:** DigiLite's team can monitor fleet activity, manage data consumption, and project costs as they add new products and services.
- **A blueprint for expansion:** with the tech and the processes in place, DigiLite is now exploring new DOOH products that will also rely on Spitfire's platform



"Network issues don't come up in meetings anymore," says Fakrul.

"We don't have to worry about downtime, hidden costs, or data gaps because the solution just works."

Digilite's priority now is rapid, visible growth - both for their own business and for the clients who advertise with them. "Our clients want reassurance that we're expanding quickly, that we've got real reach," says Murad. "That's what gives them confidence to come on board."

With new products in development and plans to diversify beyond courier bags, DigiLite is positioning itself as an ad tech company, with the longer-term goal of becoming a software and data-driven business. Reliable connectivity remains central to this vision.

As Murad outlines, "The bag is just the beginning. We're already working on other products, and Spitfire will be part of all of them. We're here for the long term and want to change the way businesses think about outdoor advertising by using data to help them run smarter campaigns."



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