

PRESS RELEASE

OneVision Showcases its Latest Development in AI Image Checking for Out-Of-Home (OOH) Advertising Providers at Printing United 2025 and in a Dedicated Webinar

Regensburg / Woburn, MA / Orlando, FL – Automation expert OneVision Software unveils its newest innovation leveraging computer vision and AI-driven quality control. AI Billboard Validation will be introduced to the U.S. market at Printing United 2025 from October 22 to 24. A dedicated online rollout event will highlight the automation solution for the European market. The software is designed to automate campaign evaluation and streamline communication across the out-of-home (OOH) advertising ecosystem.

AI-Powered Campaign Automation for Billboard Advertising

Managing an out-of-home campaign often involves multiple stakeholders — advertisers, printers, and operators — all facing liability and costs without reliable feedback loops. To address these challenges, OneVision introduces AI Billboard Validation, an end-to-end solution that accelerates reporting, ensures digital proof of posting, and integrates AI-driven quality control into a single, connected platform. It combines photo reporting with geocoordinates and timestamps, to enable greater efficiency and accountability.

At its core, the software uses computer vision and AI artwork checking to automatically verify that the correct ads are displayed and detect potential quality issues. The validation is third-party independent and while routine validations are handled instantly, manual checks are only required for exceptional cases, reducing administrative overhead and freeing up personnel for higher-value tasks.

The mobile companion application, OneVisionIQ, enhances billboard monitoring further by providing independent documentation and streamlined proof of posting directly from the field. This streamlined process protects brand integrity, accelerates invoicing, minimizes disputes, and makes reprint cycles more predictable. By eliminating unnecessary manual intervention, the solution helps OOH companies to achieve faster turnover, clearer communication, and a higher degree of trust among all stakeholders. The workflow is also working as a white-label middleware; thus, it is able to inform stakeholders via ERP systems, XML, e-mail, CSV, REST API and PDF about the result of the proofing.

Quality Control and AI Image Recognition for Out-Of-Home Campaigns at Printing United 2025

At Printing United 2025, OneVision will demonstrate how AI-driven object recognition and computer vision transform OOH campaign workflows. Visitors to booth 2737 will discover how AI Billboard Validation supports advertising providers, operators, and printers in meeting tight deadlines while ensuring campaign integrity and remote quality control.

With the growing demand for digital connectivity and automation in billboard advertising, the solution provides a scalable framework for accurate campaign evaluation, reliable proof of posting, and streamlined photo reporting. This innovation responds directly to the industry's increasing need for transparency, trust, and efficiency.

Seamless Proof of Posting and Campaign Evaluation – discover more at the webinar

For European audiences, OneVision will host an online rollout webinar dedicated to

demonstrating the real-world impact of the AI Billboard Validation system. Participants will learn how billboard monitoring and campaign automation can reduce costs and increase efficiency by minimizing disputes, handling reprints as a failover scenario, accelerating invoicing, and verifying placement and print quality in real time.

The session will showcase how the solution seamlessly integrates into existing workflows, to ensure accurate ad display verification and campaign evaluation. Attendees will gain valuable insights into how automation, computer vision, and AI artwork checking can redefine the future of out-of-home advertising.

About OneVision Software AG

OneVision Software AG is an international software manufacturer for automation of production processes in the printing and publishing sectors as well as numerous other industry segments. For more than 30 years, the company's automation solutions have helped more than 3,000 customers worldwide to achieve greater profitability. As a globally active company, the OneVision Group comprises entities in Germany, USA, Great Britain, France, Brazil, Singapore and India.

Picture Credits:



Image 1: The future of proof of posting – OneVision Software presents AI Billboard Validation



Image 2: Logo OneVision Software

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