

L I M O L O G Y

The ride is the *medium.*

Every Limology vehicle carries two screens, a curated audio system, and a concierge shop. For a rider, that is hospitality. For a partner, it is the most attentive audience in advertising — a captive, affluent passenger with nothing to do but look up.

IN-CAR MEDIA & HOSPITALITY

CAPABILITIES & PLACEMENT GUIDE

WASHINGTON · MARYLAND · VIRGINIA

Twenty-eight uninterrupted minutes.

The average Limology transfer runs just under half an hour. The rider is seated, unhurried, and already in a receptive frame of mind — arriving somewhere that matters, in a car chosen for comfort.

01

Undivided attention

No scrolling past. No competing tabs. A screen at eye level in a quiet cabin, shown to a rider who has already paid for the seat.

02

Known context

We know where the car is, where it is going, how long remains, and whether the rider is a returning client. Nothing is guessed.

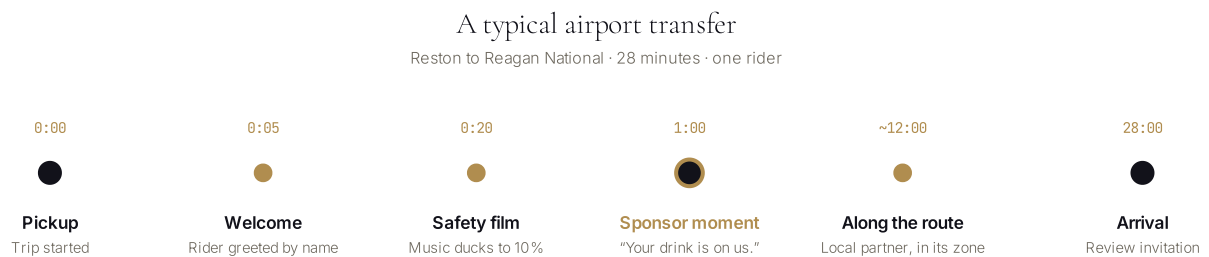
03

Proof, not impressions

Every play is recorded with time, place, and screen. Sponsored items are recorded with what was actually handed to the rider.

What a rider experiences.

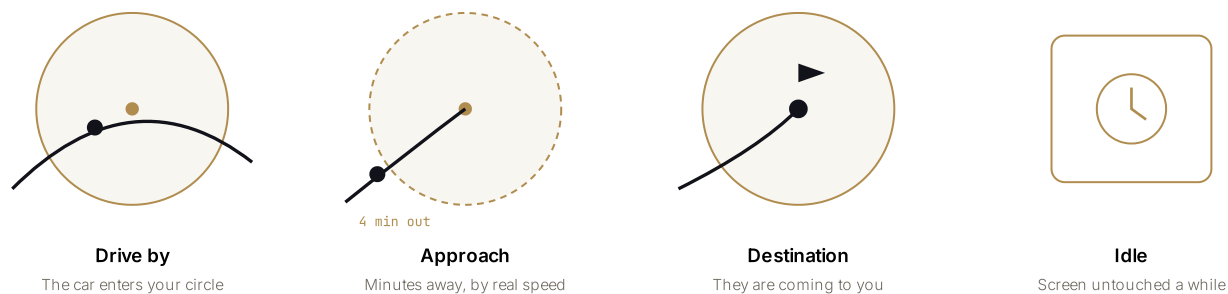
A Limology ride follows a deliberate sequence. Partner moments are placed inside that sequence, never on top of it — the hospitality comes first, and the advertising works because it does.



The sequence is fixed; what fills the sponsor moments is not.

Four ways to reach a rider.

A campaign is not a slot in a rotation. It is a set of conditions, and it appears only when those conditions are true — which is why riders tolerate it and why it converts.



Conditions combine — a campaign may hold a zone *and* an idle rule, or neither.

Zones are drawn on a map to any radius. Approach is measured on live speed, not distance alone. Pickups count too — a ride that

begins inside your zone qualifies the moment it starts, and a sponsored route that departs from your neighborhood qualifies end to end.

The four trigger conditions, as configured per campaign.

Where it appears on screen

Six placements, from a small pill that a rider may glance at and dismiss, to a full-page takeover reserved for moments that earn it. Placement is chosen per creative, so the same campaign can whisper in one context and speak in another.

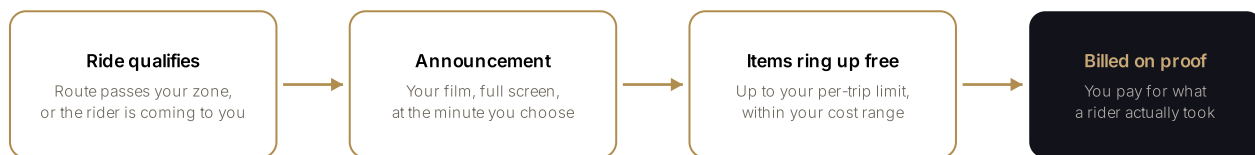
PLACEMENT	PRESENCE	BEST FOR
Small pill	Least intrusive — a card in the corner	Awareness, repeated exposure
Header / footer strip	Thin band, always in view	Brand presence during other activity
Half page	Substantial, still dismissible	Offers, menus, imagery
Full page	The screen is yours	Announcements, film, sponsor moments

Sound and attention. A creative may play with audio, and may open with a soft chime. When it does, the rider's own music — Spotify or our curated channels — automatically drops to background level and returns to exactly where they had it afterwards. Nothing is ever cut off. A chime never sounds over a film the rider is already watching.

Sponsored hospitality.

The strongest thing we offer is not a banner. It is your brand buying the rider a drink — announced on screen, handed over in the car, and recorded as proof.

“Your coffee this morning is courtesy of American Family Dental Care.” Then the menu opens, and the price reads *free*.



No impressions bought blind. No spend on rides that never qualified.

What you control

SETTING	WHAT IT DOES	TYPICAL
Zones (as many as you like)	Each a circle you draw — address + radius. A ride qualifies if its <i>destination</i> sits in any zone, its <i>route</i> passes through one, or the car enters one. Zones decide <i>who</i> qualifies — never when anything plays	2–8 km around your locations
Announce at	Seconds into the ride your film plays — once per ride, on the clock, never on a fence crossing	90 s — after the welcome
Receipt presence	Your headline, one authored line, and a scan-tracked QR on the guest's post-ride receipt	On
Items per trip	How many free items one rider may take	1
Covered cost range	Which items you underwrite, by our cost	\$0–\$6
Per-rider cooldown	How often the same rider may be offered	30 days, or none
Count only when used	A rider who declines isn't burned — they'll see it again	On

Why the cost range matters. As our menu grows past a hundred items across seven partner venues, choosing items one by one stops being practical. Set a range instead — “anything up to six dollars” — and every qualifying drink is covered automatically, today and as the menu changes.

A concierge, not a vending machine.

Riders can order from stock carried in the car, or from a venue the route is already passing. The driver collects it; the rider never leaves the seat.

Carried in the car

Water, sparkling, a small curated selection — available on every ride, with no detour and no wait.

Along the route

When the car is roughly fifteen minutes from a partner venue that is open, one card appears — a single choice, not a directory. Tap it and the full menu opens: categories, sizes, milk, ice, sweetness.

Seven chains are stocked today — Starbucks, McDonald's, Chick-fil-A, Wendy's, Dutch Bros, Panera Bread and Dunkin' — with more than a hundred and thirty items, each illustrated in the house style rather than borrowed photography.

For a venue partner. Your menu sits in front of a rider who is already moving toward you, with a driver willing to collect the order. That is a shorter path to a sale than any billboard on the same road.

The system knows the difference.

Not every passenger is the same, and the car behaves accordingly — which protects both the rider's experience and your spend.

PASSENGER	WHAT THEY SEE	WHY
Booked rider	Everything — greeted by name, sponsored offers, full shop	We know who they are and where they're going
Returning client	Their history informs the welcome; cooldowns prevent repetition	Familiarity should feel like recognition, not repetition
VIP	A standing complimentary allowance and a marked welcome	Loyalty recognised without a sponsor involved
Walk-up passenger	Media and carried stock; offers requiring a booking stay hidden	Nothing is promised that can't be delivered
Empty car	Ambient content only	No sponsor pays for an empty seat

The receipt is a keepsake — and your second impression.

Every completed ride produces a receipt page worthy of the ride itself: the guest's name, the journey drawn as a line from door to door — and a quiet block titled *"Your journey was enriched by."* Only brands that actually played on *that* ride ever appear. The sponsor takes top billing in gold; featured advertisers follow.

Every QR is unique

to that guest, that ride,
that moment it played.

A scan is recorded as a
real engagement — then
forwards to your site.



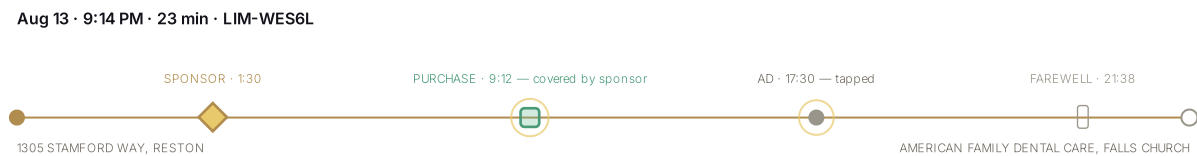
Billable proof

"Eleven guests scanned
from receipts this month"
is a sentence we can
put on your invoice.

The post-ride receipt: sponsor in gold with top billing, featured advertisers beneath, every QR scan-tracked to the exact guest and moment.

Every journey draws itself.

For every guest, every completed ride becomes a single line we can read together: departure to arrival, and along it every moment that happened — your introduction, each advertisement, every in-car purchase, the farewell. A glow on any mark means the guest *did something*: tapped, claimed a coupon, scanned your QR, bought a drink. This is how a campaign review works here — not a spreadsheet, a story.



Tap any mark: what played, the exact minute, the exact place on the map, and what the guest did.

A ride story: gold diamond — sponsorship · dot — advertisement · green square — in-car purchase · outline — clip. The gold ring is engagement.

Scheduled like hospitality, not like inventory.

One global quiet time separates any two advertisements — minutes of silence, not seconds. The scheduler is deadline-aware: on a short ride it compresses just enough that a qualified message still lands before arrival; on a long ride the full quiet holds. Your sponsorship introduction never competes with ads at all — it is not an ad, it does not enter that rotation, and its creative can never appear in one. The result is the reason the medium works: a rider who hasn't been fatigued is a rider who still looks up when your moment comes.

DISCIPLINE	WHAT IT MEANS FOR YOU
Global quiet time	Minutes between any two ads, fleet-wide — your message never plays into ad fatigue
Deadline-aware scheduling	A qualified message on a short ride still lands before arrival — you don't lose plays to the clock
Per-trip caps	A campaign plays at most a set number of times per ride
Sponsorship is separate	The introduction plays once, at its minute, outside ad rotation entirely
Every play is rehearsed	Our Test Lab predicts a ride's full timeline with the same scheduler the cars run — and shows the car's own record beside the prediction

Proof, and a rehearsal room.

Two things separate this from a screen in a taxi: everything is recorded against a real ledger, and every campaign can be rehearsed before a rider ever sees it.

What is recorded

Every play, with the time, the coordinates, the screen, and the trigger that caused it. Every sponsored item, with what was handed over. Reporting reconciles against the card statement — not an estimate.

The Test Lab

Before launch we run your campaign against synthetic rides — any pickup, any destination, any rider type. The system predicts what will fire and when, then drives the ride and records what actually did.

TEST LAB · PREDICTED TIMELINE

0:00	Ride starts · Reston → Reagan National · 21 km
0:05	Welcome film — rider greeted by name
0:20	Safety film — music ducks to 10%
1:00	Sponsor announcement — route passes 2.3 km from your zone
1:00	Items costing \$0.00–\$6.00 ring up free
12:40	Partner venue card — Starbucks, 15 minutes ahead, open

A prediction produced before the ride runs — including what will not fire, and why. Campaigns are tuned here, not on live riders.

Inventory and terms.

Rates are being set with our launch partners. What follows is the structure; figures are confirmed per agreement.

OFFERING	WHAT IT INCLUDES	RATE
Sponsored hospitality	Full-screen announcement plus underwritten items, within your cost range and per-trip limit	TBD · per item delivered + placement fee
Zone campaign	Drive-by, approach or destination triggers, placement of your choosing	TBD · monthly, by zone count and radius
Idle placement	Appears when the screen has gone untouched — no location required	TBD · monthly
Venue listing	Your menu in the in-car shop, driver-collected en route	TBD · commission per order
Creative production	Film or still produced in the house style for these screens	TBD · one-off

How a launch runs

STEP		WHO
1	Zones drawn and settings agreed	Limology, with you
2	Creative supplied or produced	Either
3	Rehearsed in the Test Lab across ride types	Limology
4	Live on the fleet	Limology
5	Reporting on plays and items delivered	Limology

LIMOLGY

Chauffeured transport across Washington, Maryland and Virginia. In-car media enquiries:
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Capabilities described reflect the system in production. Rates marked TBD are set per agreement. This document contains no rider personal data.