Robox
Crafting powerful machines

TECHNICAL DATASHEET



AI-POWERED ADVERTISING ROBOT

AdBot

The Future of Digital Advertising

2 × 40″	≥ 7.5 h	360°	1.0 m/s
FULL HD DISPLAYS	CONTINUOUS RUNTIME	LIDAR SENSING	MAXIMUM SPEED

robox-industries.com

TECHNICAL DATASHEET

AdBot

The Future of Digital Advertising

An AI-powered autonomous advertising robot that turns marketing in malls, airports and exhibitions into a moving, eye-catching experience.



2 × 40″	≥ 7.5 h	≈ 4.5 h	800 mm
FULL HD DISPLAYS	CONTINUOUS RUNTIME	FULL CHARGE	MIN. AISLE WIDTH

01
Product Overview

AdBot is an autonomous advertising robot designed for malls and large venues. Two 40-inch Full HD displays carry your campaigns through every zone of the venue, reaching visitors where they walk instead of waiting for them to pass a fixed screen.

A self-driving system with 2D and 4D LiDAR (360° sensing) lets AdBot move smoothly and safely through crowds, while a web dashboard schedules content and reports audience analytics in real time.

02
Business Benefits

Promote your own brand

Example: a real-estate developer showcases new projects directly through AdBot.

Advertise for mall stores & brands

Example: mall management offers advertising exposure to the stores inside the mall.

Rent ad space to external advertisers

Example: generate extra income by renting ad slots to marketing agencies or external brands.

Run seasonal campaigns

Example: during Ramadan and other seasons, run dedicated campaign videos that make the visit more memorable.

03

Advertising Core Features

Higher visibility

Moving screens capture attention better than static ads.

Images & video on loop

Images or HD video played in a continuous loop — whatever fits the campaign.

Extended reach

Ads are shown across multiple zones of the venue, not just one spot.

Data-backed performance

Real-time audience analytics prove each campaign's effectiveness.

Targeted exposure

The right message at the right time and place for maximum impact.

Navigation & safety

AdBot maps walls and open space, sees people and objects in 360°, and replans or stops safely when its path is blocked. All movements and incidents are logged.



IN THE VENUE

Reaching visitors where they walk

Malls, airports and exhibitions.

04

Ads Management System

AdBot comes with a user-friendly dashboard that puts the whole advertising ecosystem in one interface.



Dashboard view shown for illustration.

Audience & ad analytics

Insight into ad performance — views, engagement and audience traffic patterns — with data-driven reports to measure campaign ROI.

Campaign management & customisation

Organise, customise and launch campaigns with full scheduling flexibility; upload images and videos and tailor campaigns to locations and audiences.

CAMPAIGN WORKFLOW

01 Upload
Images and HD video for each campaign.

02 Schedule
Plan when and where every campaign plays.

03 Update remotely
Change content from the web dashboard.

04 Measure
Track views, engagement and campaign ROI.

05

Technical Specifications

GENERAL	Dimensions (Ø × H)	Ø585 × 1,600 mm
	Weight	100 kg
DISPLAYS & CONTENT	Displays	2 × 40-inch, 1920 × 1080 Full HD
	Content	Images and HD video, played in a loop
	Management	Web dashboard: campaign scheduling, remote content updates, audience and ad-performance analytics
MOBILITY	Maximum speed	1.0 m/s (software-adjustable)
	Turning	Zero-radius turn in place, Ø585 mm swept circle
	Minimum aisle width	800 mm
	Maximum incline	5°
SENSING & SAFETY	Navigation LiDAR	2D LiDAR — 180° scan, up to 40 m range
	3D perception	4D LiDAR — 360° × 96° field of view. Up to 30 m range (90% reflectivity), 5 cm minimum blind zone. Detects low-lying and overhanging obstacles outside a 2D scan plane
POWER	Battery	LiFePO4 12S, 38.4 V / 60 Ah (2.30 kWh)
	Runtime	≥ 7.5 h guaranteed, continuous driving with both displays on
	Charger	650 W, 220 V AC 50 Hz input
	Charge time	0–80% in ≈3.2 h, full in ≈4.5 h
CONNECTIVITY & ENVIRONMENT	Connectivity	Wi-Fi
	Operating conditions	Indoor, 5–40 °C

Runtime and charge-time figures are calculated from component power budgets on a new pack at 25 °C. Guaranteed runtime assumes continuous driving at 1.0 m/s with displays at full brightness; typical-duty figures assume intermittent operation.

POWER AT A GLANCE



06

Dimensions



FRONT VIEW



SIDE VIEW

Ø585 mm
DIAMETER

1,600 mm
HEIGHT

100 kg
WEIGHT

800 mm
MIN. AISLE WIDTH

Turning

Zero-radius turn in place, Ø585 mm swept circle.

Speed & incline

Maximum speed 1.0 m/s (software-adjustable), maximum incline 5°.

07
Operations Flow

STEP 01

Robox

Leases AdBot to the operator and handles the technical operation on the ground.

STEP 02

Operator

E.G. MALL OR MARKETING AGENCY

Manages the ad slots on the screens and the advertisers.

STEP 03

Advertiser

E.G. FOOD BRAND

Works directly with the operator to plan and run its ads.

08
Contact

EMAIL
info@robox-industries.com

PHONE
+20 121 000 8719

WEB
robox-industries.com

ADDRESS
5th District, 6th of October City, Giza, Egypt

FACEBOOK
robox.industries

LINKEDIN
/company/robox-industries

Robox
Crafting powerful machines

The Future of Digital Advertising

AdBot by Robox Industries

robox-industries.com

Scan to visit Robox