



Movie One-Sheets Just Got a Director's Cut

Relevant DS™ transforms theater lobbies with next-gen digital one-sheet product and announces premier creative alliance with entertainment strategist Dave Doré.

MINNEAPOLIS, MN, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Relevant DS, the modern SaaS digital signage platform purpose-built for entertainment, today announced the launch of its next-generation RELEVANT DS Dynamic One-Sheet Scheduler™, alongside a strategic alliance with eclipse advertising President and CEO Steve Dubb and award-winning entertainment marketer Dave Doré, chief campaign architect for The Campaign Architects at eclipse. Together, the technology platform and creative collaboration transform the theater lobby into a scalable entertainment marketing channel — bringing together real-time audience engagement, programmatic advertising, studio-driven creative and new revenue opportunities for exhibitors, studios and brands.

“

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Lisa Edwards, Founder of Relevant DS

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THE ONE-SHEET, REIMAGINED

For decades, the movie one-sheet has been a defining piece of theatrical marketing. The RELEVANT DS Dynamic One-Sheet Scheduler™ evolves that experience into a dynamic digital platform designed for today's audiences.

The platform gives studios a more powerful way to extend theatrical campaigns into the lobby — without adding operational complexity. It automatically delivers digital one-sheets to participating theaters showing each release, integrating local showtimes and theater branding while rotating trailers, countdowns, behind-the-scenes content, merchandise, promotional partnerships and QR-driven experiences. From a single theater location to nationwide circuits, campaigns can adapt by location, showtime and daypart — giving studios greater creative flexibility while keeping content relevant to the audience in front of it.

Lisa Edwards, CEO of Relevant DS, sees the technology as part of a larger evolution in theatrical marketing: “Relevant DS was engineered for today's theatrical ecosystem. Our cloud-native platform connects modern applications, automation and emerging advertising technologies in ways legacy systems simply weren't built to do. The Dynamic One-Sheet Scheduler is one

example. Now with eclipse's production and Campaign Architects teams, we're combining technology and creativity to make the lobby a more powerful extension of the studio campaign."

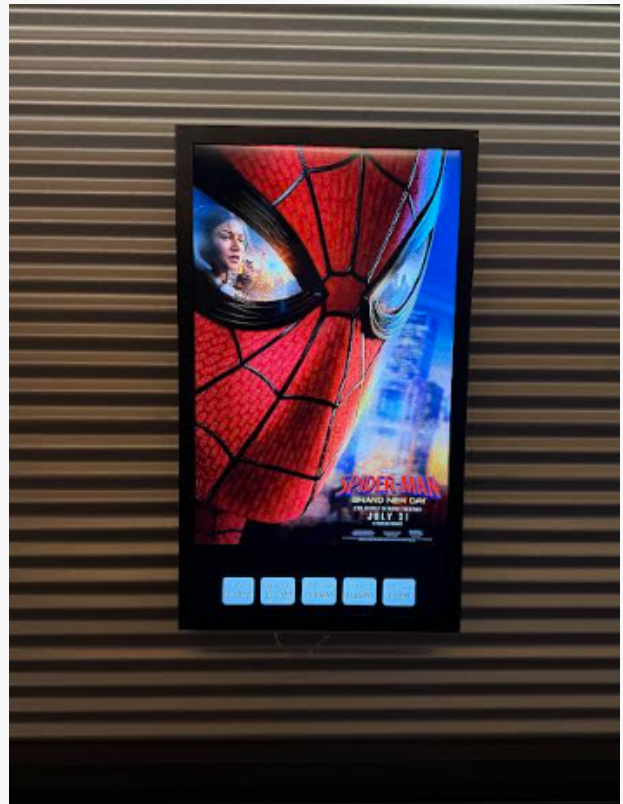
TECHNOLOGY MEETS ENTERTAINMENT CREATIVE

Relevant DS is collaborating with Campaign Architects, a division of eclipse advertising, to develop entertainment content specifically designed for the theater environment.

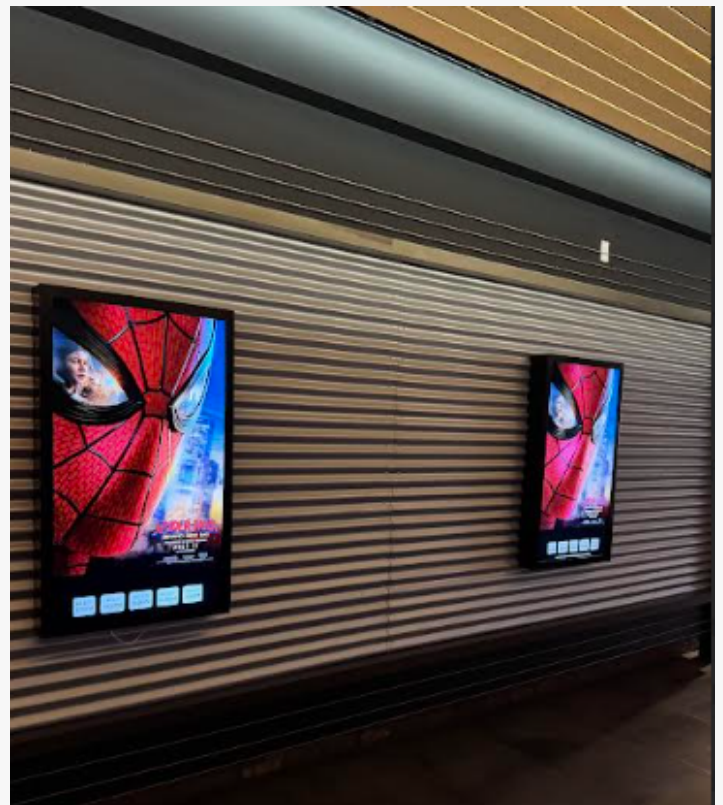
The Campaign Architects team is led by Dave Doré, an award-winning entertainment strategist whose career has supported campaigns for Netflix, Peacock, HBO, Disney, Universal, Warner Bros. and NBC. Doré and his integrated team earned the 2024 Grand Clio alongside Netflix for the "Wednesday" integrated campaign.

Together, Relevant DS and eclipse are expanding the role of the theater lobby beyond trailers and title cards — creating new opportunities for behind-the-scenes storytelling, talent features, franchise content, merchandise integrations, brand partnerships and interactive experiences.

"This isn't a trailer squeezed onto a smaller screen. The lobby is its own stage — built for interactive moments, hidden Easter eggs and behind-the-scenes content you won't find anywhere else. For fans, this is where the movie begins. A 3 p.m. matinee and a 7 p.m. crowd shouldn't feel the same. Different audience, different energy, same magic — bringing fans into the world of the film before they find their seats. Layer in localized content by ZIP code, region and demographic, and it becomes more than marketing. It's how moviegoing should work: excitement that builds,

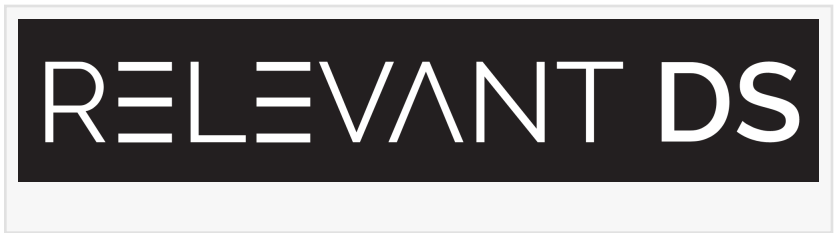


Apple Cinema Van Ness IMAX Programmatic Digital Signage Using Relevant DS Dynamic One-Sheet Scheduler



engagement that follows, and a ticket that's earned, not sold."

— Dave Doré, chief campaign architect,
eclipse advertising



THE NEXT ENTERTAINMENT MARKETING CHANNEL

The announcement builds on Relevant DS's growing footprint across theatrical exhibition. Its technology powers digital experiences across hundreds of theaters through the expanding Screendollars network and others, creating new opportunities for programmatic advertising, exhibitor revenue and studio engagement.

Edwards added: "Digital can be a great equalizer. An experience created for a major-market theater can now reach movie fans in communities everywhere. Dave and I first worked together at The WB Network and Warner Bros. Studios, so there's something especially exciting about bringing that shared entertainment experience to small and midsize markets — with the ability to localize it for each audience. That's what we believe can be the next chapter of theatrical marketing."

Relevant DS believes the future of moviegoing begins before audiences enter the auditorium — through experiences that create anticipation, discovery and connection from the moment guests arrive in the lobby.

The RELEVANT DS Dynamic One-Sheet Scheduler™ represents the next step in making the theater lobby a true extension of the entertainment experience.

ABOUT RELEVANT DS

Relevant DS™ is redefining the digital signage landscape with sophisticated software purpose-built for theaters and other high-audience-engagement spaces. We empower our client-partners to connect meaningfully through today's most effective communication channels — driving purchasing decisions, deepening brand loyalty and transforming the on-site experience.

The RDS platform replaces outdated legacy systems with cutting-edge technology and strategically designed features that integrate with modern applications.

Simple yet sophisticated — Relevant DS is proudly woman-owned and reshaping what's possible in digital signage.

relevantds.com

ABOUT ECLIPSE ADVERTISING

Founded by President Steve Dubb, eclipse has developed global creative campaigns across Disney, Apple, Sony, NBCUniversal, Amazon and Netflix. Celebrating over 25 years of award-

winning work, eclipse has been central to top franchises including “Star Wars,” Marvel, “Deadpool” and “Lilo & Stitch.”

The Campaign Architects at eclipse is an innovative new strategic entertainment marketing offering led by Chief Campaign Architect Dave Doré, who built the successful integrated marketing team at global ad agency Trailer Park Group before joining eclipse this year in his new capacity. Prior to agency work, Dave served for 17 years as senior vice president of creative and digital content for NBC, and before that as vice president of creative at Warner Bros., launching The WB Network.

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