MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139 I www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager

DATE: December 14, 2022

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 2022-040-KB FOR THE INSTALLATION, MAINTENANCE, AND OPERATION OF INTERACTIVE DIGITAL MEDIA KIOSKS, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH IKE SMART CITY, LLC, THE TOP-RANKED PROPOSER, AND, IF UNSUCCESSFUL, NEGOTIATE WITH SMART CITY MEDIA, THE SECOND-RANKED BIDDER; FURTHER, REQUIRING THAT THE FINAL AGREEMENT BE SUBJECT TO CITY COMMISSION APPROVAL.

RECOMMENDATION

It is recommended that the Mayor and City Commission approve the Resolution authorizing the Administration to negotiate a revenue-sharing agreement to install, maintain and operate digital kiosks with IKE Smart City, LLC, the top-ranked proposer, and, if unsuccessful in negotiating an agreement, negotiate with Smart City Media, the second-ranked bidder. The final agreement will require City Commission approval.

The solicitation is currently under the cone of silence.

BACKGROUND/HISTORY

On August 25, 2021, the Administration received an unsolicited proposal from IKE Smart City, a sister company to Orange Barrel Media, to manufacture, install, maintain, and operate interactive digital media kiosks at certain sites throughout the City. The proposal included a revenue-sharing agreement with the City. Unsolicited proposals are subject to Section 255.065, Florida Statutes.

The City has previously solicited proposals for digital kiosks. A summary of previous actions is included in Attachment A.

The Administration conducted a preliminary analysis of the unsolicited proposal, including the proposed equipment, functionality, and potential revenue, and recommended initiating a competitive process, based on state law, to allow other parties to submit competing proposals for the project.

On January 20, 2022, the Mayor and City Commission approved Resolution 2022-31989 accepting an unsolicited proposal pursuant to section 255.065 of the Florida Statutes and authorized the Administration to issue Request for Proposals (RFP) No. 2022-040-KB seeking alternative proposals for the same project purpose as the unsolicited proposal.

ANALYSIS

On April 12, 2022, the RFP was issued. The Procurement Department issued bid notices to approximately 12,000 companies utilizing the City's e-procurement system, with 73 prospective bidders accessing the solicitation. RFP responses were received on July 15, 2022, from the following three (3) firms: HootBoard LLC, IKE Smart City, LLC, and Smart City Media.

On August 10, 2022, the Evaluation Committee appointed by the City Manager convened to consider the proposals received. The Committee was comprised of: Kamal de'Shong, Operations Manager, Facilities and Fleet Department; Jose Gonzalez, Director, Transportation Department; Matt Kenny, Assistant Director, Marketing and Communications Department; Valeria Mejia, ADA Coordinator, Public Works Department; John Sandbrook, Chief Information Security Officer, Information Technology Department; and James Seiberling, Principal Planner, Planning Department.

The Committee was provided an overview of the project and information relative to the City's Cone of Silence Ordinance and the Government Sunshine Law. The Committee was also provided general information on the scope of services and a copy of each proposal. The Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFP.

The RFP established evaluation criteria for qualifications, technology and scope of services, and revenue. As documented in Attachment B, the evaluation process resulted in the proposers being ranked by the Evaluation Committee in the following order:
1st ranked – IKE Smart City
2nd ranked – Smart City Media
3rd ranked – HootBoard

The following are brief summaries of the firms based on the information each firm has provided.

IKE Smart City, LLC

IKE Smart City has significant prior experience working with municipalities, including permitting, installing, and operating interactive kiosks in the right-of-way. IKE Smart City has installed over 250 interactive kiosks in 15 cities across the country. It has also developed and deployed a kiosk model specifically engineered to comply with hurricane-force winds, which has been operating successfully in Miami, FL, for over a year. IKE Smart City has also conducted extensive community outreach in every launch market so that the IKE program is embraced by residents, local businesses, and other key stakeholders alike. Some of the cities IKE Smart City has deployed kiosks include Atlanta, GA; Berkeley, CA; Coral Gables, FL; Miami, FL; Denver, CO; Houston, TX; San Antonio, TX; Tampa, FL.

IKE Smart City has a vertically integrated team versed in all phases of kiosk deployment and operation, including project management, design, software development, manufacturing, construction/installation, content management, operations/maintenance, and advertising sales. Importantly, IKE Smart City has an in-house sales team that is singularly focused on securing premium advertisers for IKE kiosks. IKE Smart City also has an in-house product and software team 100% dedicated to keeping IKE on the cutting edge of technology and adapting the platform to meet the diverse needs of city partners.

IKE Smart City is well capitalized and able to invest in the success of the program in Miami Beach and nationwide, with significant cash on its balance sheet, far in excess of what is required to execute and operate an IKE network in the City of Miami Beach while continuing to evolve the platform with new innovations. Additionally, IKE Smart City is supported by an 18-year-old media

company with decades of the collective experience and strong relationships with blue-chip advertisers. Lastly, IKE Smart City has extremely positive relationships with all IKE network city partners, never defaulting on a contractual commitment.

Smart City Media
Smart City Media has put together a best-in-class team for Miami Beach with more experience globally and better results than any competitor. Sology Solutions (a minority-owned enterprise), Nanov Display (a female-owned enterprise and locally based), Ubicquia, Global Reach, and Enersys are all long-standing 'Smart City' partnerships years in the making that have been tested in high-profile deployments. Smart City Media does this because its experience shows that extensive technical competence is needed for success.

Smart City Media are pioneers in the digital infrastructure revolution, having designed, built, and operated the pilot program with Mayor Bloomberg that became Link-NYC. Since its founding in 2015, Smart City Media has emerged with awards, contracts, and a powerful, transformative business model that is the center of the smart city market. The company has long-term kiosk concession contracts, including Kansas City, Dallas Area Rapid Transit (DART), the Washington DC area, and Jersey City, as well as the entire Hudson County, Milwaukee, the Chicago area, Louisville, Little Rock, and Fort Lauderdale.

Smart City Media's Civic Engagement Officer Bob Bennett, who will help lead this program, is a foremost expert in the challenges and opportunities ahead - having served as Kansas City, MO's Chief Innovation Officer. KCMO was SCM's first of many substantial long-term concession contracts.

Hootboard LLC
HootBoard brings their state-of-the-art digital kiosk software platform, along with their experience in deploying kiosks for similar travel and tourism use across the country. The champion family of companies is comprised of three outdoor advertising companies, which bring the financial resources that make this project possible, along with 34 years of proven advertising sales that will be needed to support the kiosk network and provide a financial benefit to the City of Miami Beach.

Hootboard is very aware of the differing aesthetics of the neighborhoods of Miami Beach. Some lean heavily toward historic architecture and the arts, while others may take on a more commercial vibe. Hootboard is prepared to customize its kiosk presentation to match the surroundings with the guidance and approval of the appropriate Review Board.

The HootBoard platform gets information to people, where they are, whether it be via kiosk interaction, mobile device, or via the web. Hootboards units will allow people to obtain information in the manner that most fits their needs and expands the community's ability to engage with residents and visitors.

FINANCIAL INFORMATION
The resulting agreement for this project will be revenue generating for the City. While revenue considerations are important, revenue is only one factor considered by the Evaluation Committee. The other factors are the proposer's qualifications and the technology and services proposed.

For an initial 10-year term, IKE Smart City has proposed an upfront payment of $1,000,000 and the greater of $3,284,916.30 (minimum guarantee) or 40% of gross revenues for 15 units, which the firm is estimating at $9,806,741.56 based on its ad sales projections. IKE Smart City has also proposed a 10-year renewal based on performance. For the full 20-year term, IKE Smart City has proposed the greater of $7,289,210.94 (minimum guarantee) or 40% of gross revenues for 15 units, which the firm is estimating at $25,711,569.08 based on its ad sales projections.

Smart City Media has proposed a 20-year term with revenue being the greater of $17,580,442.00 (minimum guarantee) or 45% of net revenues for 15 units, which the firm is estimating at $39,555,988.00 based on its ad sales projections. Smart City Media has also proposed additional revenue based on additional technologies. However, details of those technologies have been redacted from Attachment D at the request of the proposer.

HootBoard has proposed total revenue of $792,000 for 10 years for 22 units.

It is important to note that the amount of gross or net revenues to be shared with the City are based on sales projections provided by the proposers. The final financial deal is subject to negotiations.

CONCLUSION

After review of the submissions and the Evaluation Committee process, the Administration concludes as follows.

IKE Smart City has nearly unanimously been deemed by the Evaluation Committee to have offered the best overall proposal (five out of six committee members ranked IKE Smart City as the top proposer). IKE Smart City has proposed 15 initial units at mutually agreed-upon locations, with a possible increase in units up to 50 as allowed by the City. IKE Smart City has the proven experience and vetted technology necessary for a successful implementation. The design of their kiosks provides a customizable and interchangeable cover that can be modified to create a unique look based on desired aesthetics, and the kiosk casing is aluminum, an important factor given the proximity to salt water. IKE Smart City kiosks are designed to withstand hurricanes. A benefit of IKE Smart City's proposal is that they have units installed and operational in the City of Miami, for which the municipal staff has provided positive feedback. Despite the positive aspects of IKE Smart City's proposal, I do believe there may be an opportunity for the firm to improve its revenue to the City, particularly in comparison to the revenue proposal submitted by Smart City Media. IKE Smart City's technical and revenue proposals are included in Attachment C.

Smart City Media, the second-ranked proposer, is well qualified and should be considered if negotiations with IKE Smart City are not successful. While Smart City Media did propose a stronger revenue proposal to the City, it is important to note that revenue was only one factor considered by the Evaluation Committee (the others were qualifications and technical/scope proposal), and the Evaluation Committee did overwhelmingly rank IKE Smart City as the proposer submitting the best combination of experience, equipment, technology, and revenue. Further, where IKE Smart City proposed a 10-year term with a 10-year renewal option, Smart City Media proposed a 20-year term, and several Evaluation Committee members expressed concerns with a 20-year term. Smart City Media's technical and revenue proposals are included in Attachment D.

At this time, the Administration does not believe it is in the City's best interest to move forward with the proposal submitted by HootBoard based on the results of the Evaluation Committee process, including the low revenue proposal it submitted.

For the reasons stated herein, I recommend that the Mayor and City Commission approve the Resolution authorizing the Administration to negotiate a revenue-sharing agreement to install, maintain and operate digital kiosks with IKE Smart City, LLC, the top-ranked proposer, and, if unsuccessful in negotiating an agreement, negotiate with Smart City Media, the second-ranked bidder. The final agreement will require City Commission approval.

Upon the City Commission's approval of this award recommendation, contract negotiations will commence. Details relative to locations, quantities, compliance with existing agreements (e.g., bus shelter agreement), design, regulatory approvals, and revenue will be finalized and included in the final agreement presented to the City Commission.

Applicable Area
Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?   NO

Does this item utilize G.O. Bond Funds?   NO

Legislative Tracking: Marketing and Communications / Public Works / Procurement

MT / PW / MC / AD / KB

ATTACHMENTS:
A – Prior Actions Relating to Digital Kiosks
B – Evaluation Committee Rankings
C – Technical and Revenue Proposal Sections – IKE Smart City
D – Technical and Revenue Proposal Sections – Smart City Media

ATTACHMENT A

The City currently has ten static informational directories on Lincoln Road through an agreement with a contractor since April 18, 2001. This agreement currently is operating on a month-to-month basis terminable by the City, for convenience and without cause, upon thirty days prior written notice to the contractor.

On January 11, 2017, the City Commission directed the Administration to issue Request for Proposals (RFP) No. 2017-074-WG for Interactive Digital Media Kiosks. The goal of the RFP was to strategically locate interactive digital kiosks on Lincoln Road, as well as other locations across the City, to assist residents and visitors by providing interactive information on local restaurants and businesses, services, and transit, as well as providing a source of revenue for the City. On March 28, 2017, the City received proposals from Smart City Media, LLC; CIVIC; Smartscapes, LLC; Intersection Parent, Inc.; Sensity Systems, Inc.; and Orange Barrel Media, LLC.

The Evaluation Committee convened on December 11, 2017 to consider proposals received. The Evaluation Committee process resulted in the following initial ranking of proposers:
1st ranked - Smart City Media, LLC
2nd ranked - Orange Barrel Media, LLC
3rd ranked - CIVIQ Smartscapes, LLC
4th ranked - Intersection Parent, Inc
5th ranked - Sensity Systems, Inc.

At its February 14, 2018 meeting, the City Commission adopted Resolution No. 2018- 30196, approving the City Manager's recommendation to shortlist Orange Barrel Media LLC (" Orange Barrel") and Smart City Media LLC (" Smart City") for further consideration. Smart City and Orange Barrel were required to install a demonstration kiosk on Lincoln Road for approximately thirty (30) days to provide the Mayor and City Commission and the general public the opportunity to interact with and understand the functionality and size of the kiosks.

At its July 2, 2018 City Commission meeting, following presentations from the short-listed firms and substantial deliberations and input from members of the general public, the City Commission declined to accept the City Manager' s recommendation to authorize negotiations with Orange Barrel Media; and, should the Administration be unable to successfully negotiate a contract with Orange Barrel Media, authorizing the Administration to negotiate with Smart City Media. Instead, the City Commission rejected all bids received under the RFP. At that time, the general consensus of the City Commission was that the selection and installation of digital kiosks was premature given the upcoming implementation of the Lincoln Road Master Plan and that the technology proposed was rather new and untested.

On September 16, 2020, the City Commission approved agenda item C4M which referred to the Finance and Economic Resiliency Committee a discussion on interactive digital kiosks. The referral was deferred a number of times and was subsequently withdrawn on February 10, 2021 from FERC agenda.

On August 25, 2021, the Administration received an unsolicited proposal from IKE Smart City, a sister company to Orange Barrel Media, to manufacture, install, maintain, and operate interactive digital media kiosks at certain sites throughout the City.

The details of the selection process resulting from the unsolicited proposal received on August 25, 2021 are included in the Commission Memorandum.

ATTACHMENT B

Request for Proposals (RFP) 2022-040-KB Design, Manufacture, Install, Operate, and Maintain Interactive Digital Media Kiosks	Kamal de'Shong			Ranking	Jose Gonzalez			Ranking	Matt Kenny			Ranking	Valeria Mejia			Ranking	John Sandbrook			Ranking	James Seiberling			Ranking	Low Aggregate Totals	Ranking
	Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal			
HootBoard LLC	85	0	85	2	85	0	85	3	75	0	75	2	65	0	65	3	75	0	75	3	76	0	76	3	16	3
IKE Smart City, LLC	91	0	91	1	94	0	94	1	90	0	90	1	85	0	85	1	85	0	85	2	90	0	90	1	7	1
Smart City Media	82	0	82	3	91	0	91	2	65	0	65	3	75	0	75	2	90	0	90	1	82	0	82	2	13	2

| Quantitative Points		
Proposer	Veteran's Points	Total Quantitative (Veteran's)
HootBoard LLC	0	0
IKE Smart City, LLC	0	0
Smart City Media	0	0

ATTACHMENT C

3
TECHNOLOGY & SERVICES
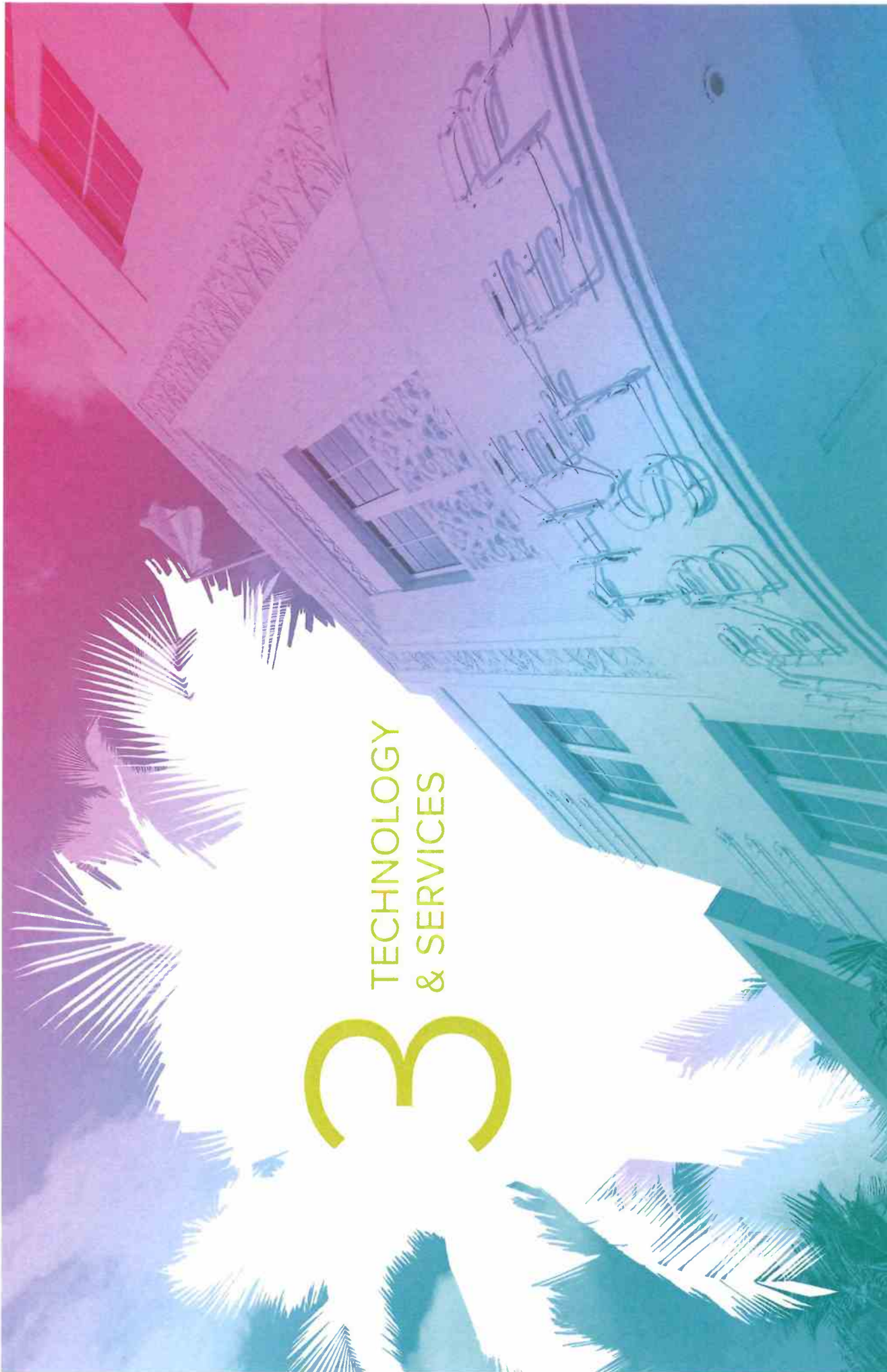
CUSTOMIZABLE DESIGN

IKE's elevated kiosk and interface designs reflect our commitment to add to rather than detract from the surrounding areas. **IKE Smart City takes great care to deliver a kiosk experience that represents a city's brand, offering many customization opportunities throughout the platform.**

Extensive work in other cities has informed our approach to design. We build on IKE's clean canvas by incorporating select design elements inspired by an exploration of a city's defining characteristics and landscape. Keeping the aesthetics of the kiosks simple has proven to deter vandalism, facilitate cleaning and maintenance, and drive usage among pedestrians who are drawn to IKE's on-screen interactive content.

The concepts on the following pages were created to capture the essence of Miami Beach. Final designs would be determined in collaboration with the City and other associations identified by the City.
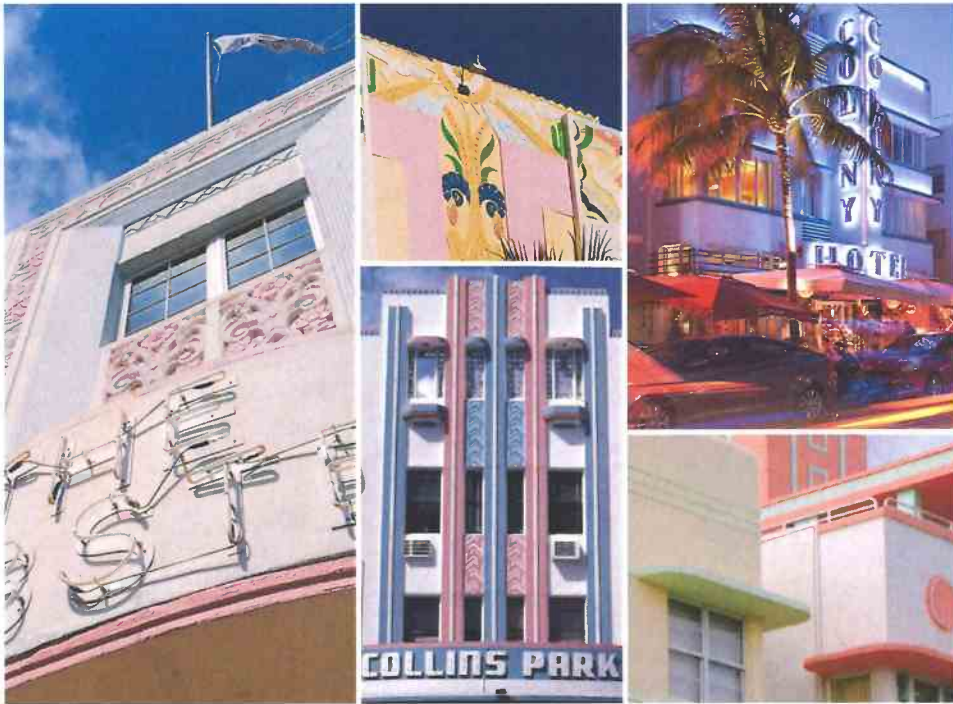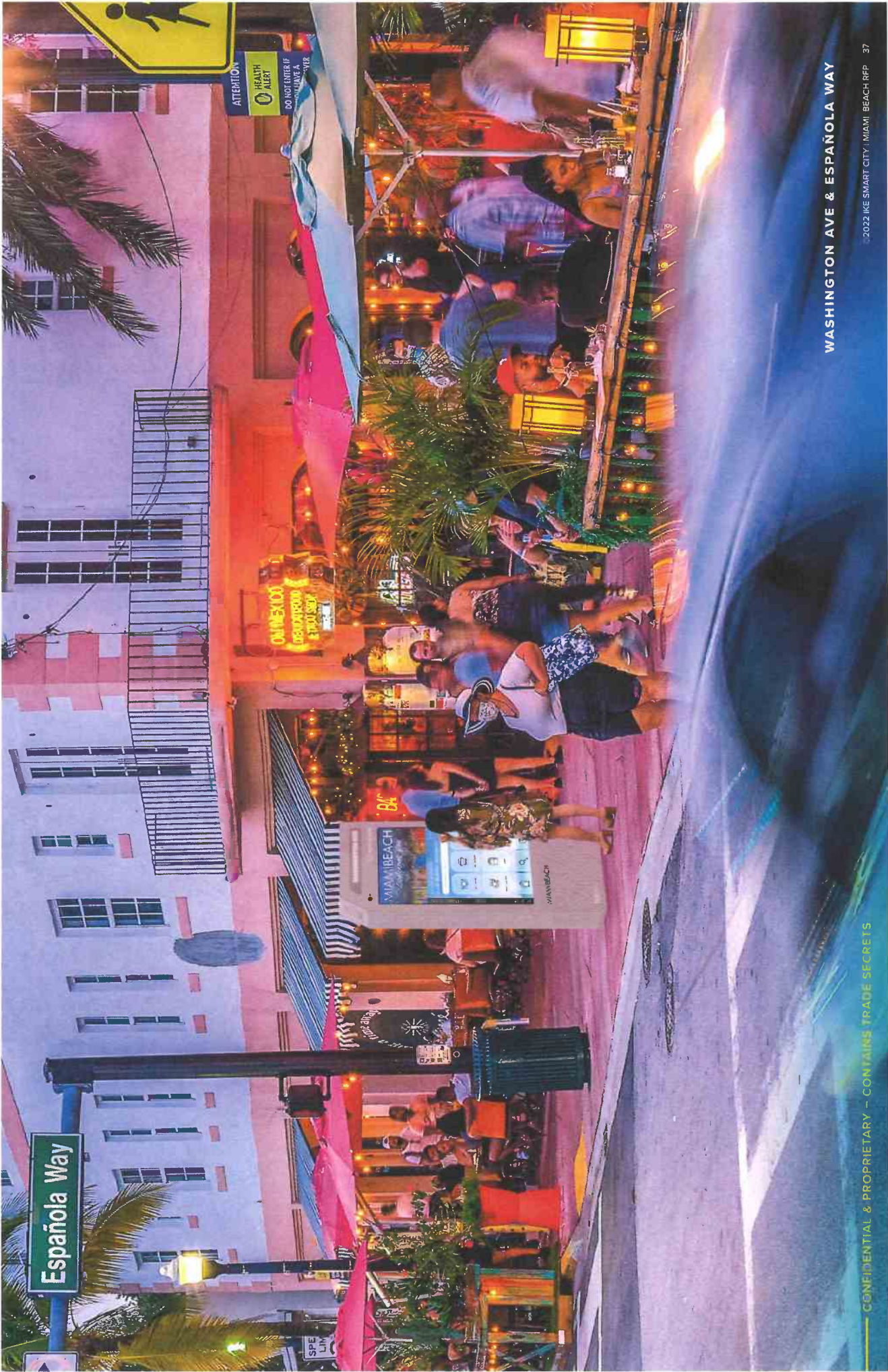
MIAMIBEACH
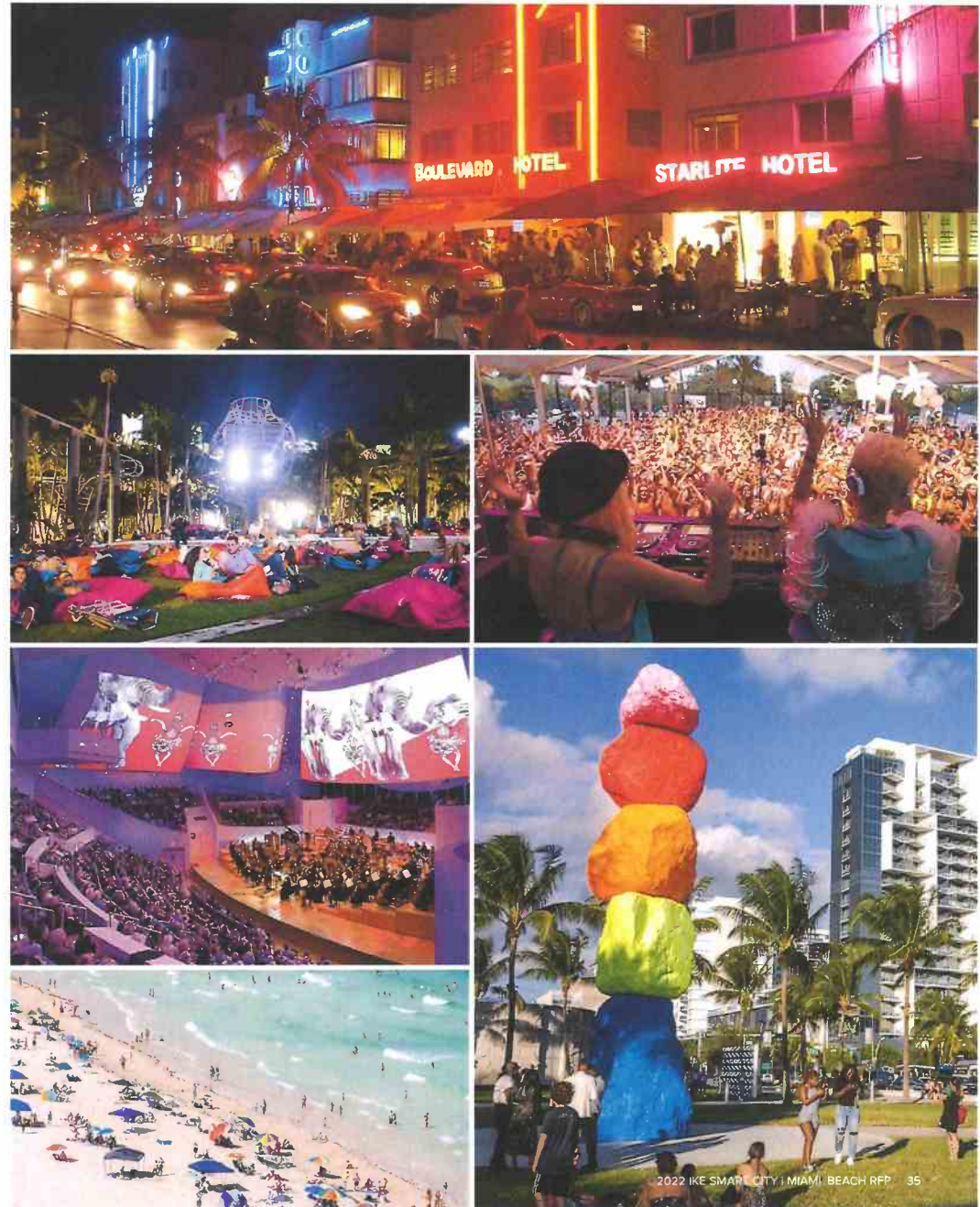
KIOSK DESIGN CONCEPT 1

INSPIRATION: ARCHITECTURE

Miami Beach is renowned for its impressive collection of Art Deco buildings. Each one is uniquely its own with different forms, zig-zags, and chevrons adorning solid-color backgrounds. This kiosk design uses a hard-lined geometric pattern over a soft base color to reflect the distinctive architectural style of the City's streetscape.

BACKLIT WAYFINDING

SOFT PAINT COLOR

OCEAN DRIVE

TOUCH SCREEN

MIAMIBEACH
Welcomes You

EMERGENCY

CITY LOGO

MIAMIBEACH

ART DECO
GRAPHIC PATTERN

CUSTOMIZABLE
COLOR KINETIC
LIGHTING

ike

KIOSK DESIGN CONCEPT 2

INSPIRATION: PALMS

Towering palm trees are a beloved hallmark of Miami Beach. They line the streets and dot the beaches, weaving a canopy of leaves across the City. This kiosk design takes cues from nature and uses a tonal pattern of palms over a neutral paint color to seamlessly integrate with the landscape.

BACKLIT WAYFINDING

PALM-INSPIRED
DESIGN APPLIQUÉ

OCEAN DRIVE

TOUCH SCREEN

MIAMIBEACH
Welcomes You

EMERGENCY

CITY LOGO

MIAMIBEACH

NEUTRAL
PAINT COLOR

CUSTOMIZABLE
COLOR KINETIC
LIGHTING

KIOSK DESIGN CONCEPT 3

INSPIRATION: WAVES

Miami Beach is known for its soft white sands and crystal clear water. Beaches are a defining characteristic of the scenery and a fundamental part of an outdoor lifestyle that draws residents and visitors to the area. This design pairs a light, clean paint color with gently curved lines that mirror the rippling of the ocean to capture the City's urban-seaside vibe.


BACKLIT WAYFINDING

OCEAN DRIVE

TOUCH SCREEN

MIAMIBEACH
Welcomes You

EMERGENCY

WAVE-INSPIRED DESIGN APPLIQUÉ

CITY LOGO

MIAMIBEACH

LIGHT, CLEAN PAINT COLOR

CUSTOMIZABLE COLOR KINETIC LIGHTING

ike

HOME SCREEN APPLICATION DESIGNS

When a pedestrian touches IKE's screen, the interactive application dashboard appears. IKE Smart City offers a choice of three application design collections. Each engaging collection offers unique opportunities to customize the look and feel of IKE's home screen. This flexible approach allows our city partners to choose the design style that works best for their kiosk initiative and brand. Customization opportunities differ by collection but include:
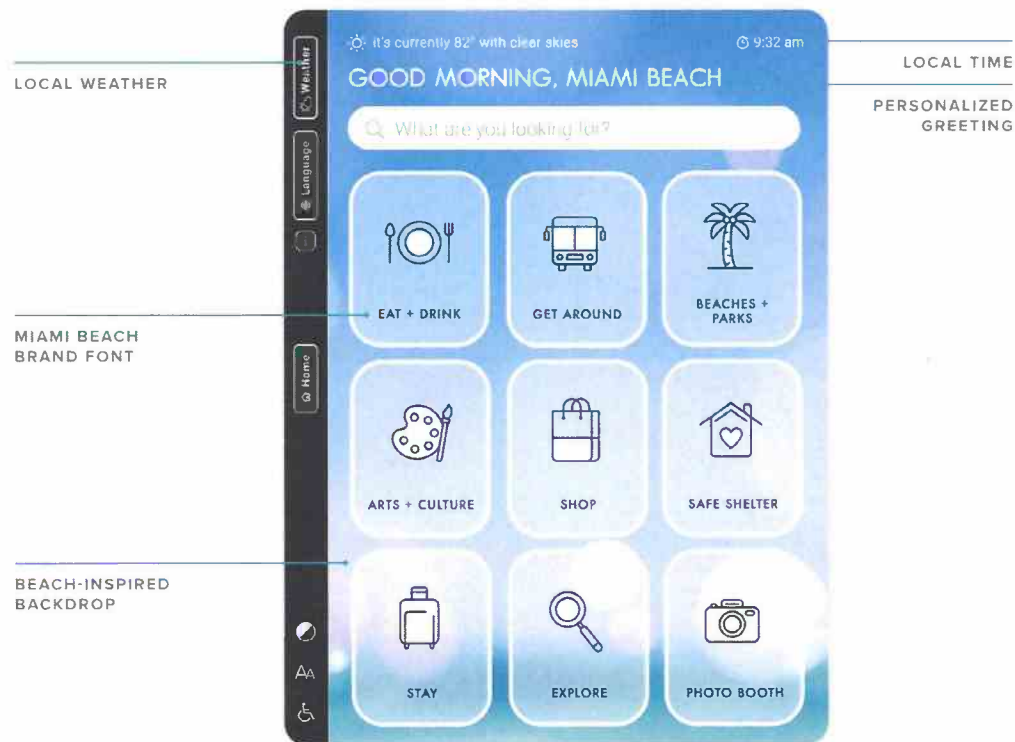
- ▶ Accent colors

- ▶ Fonts

- ▶ Select application tile icons

- ▶ Dashboard welcome message

- ▶ Local weather and time
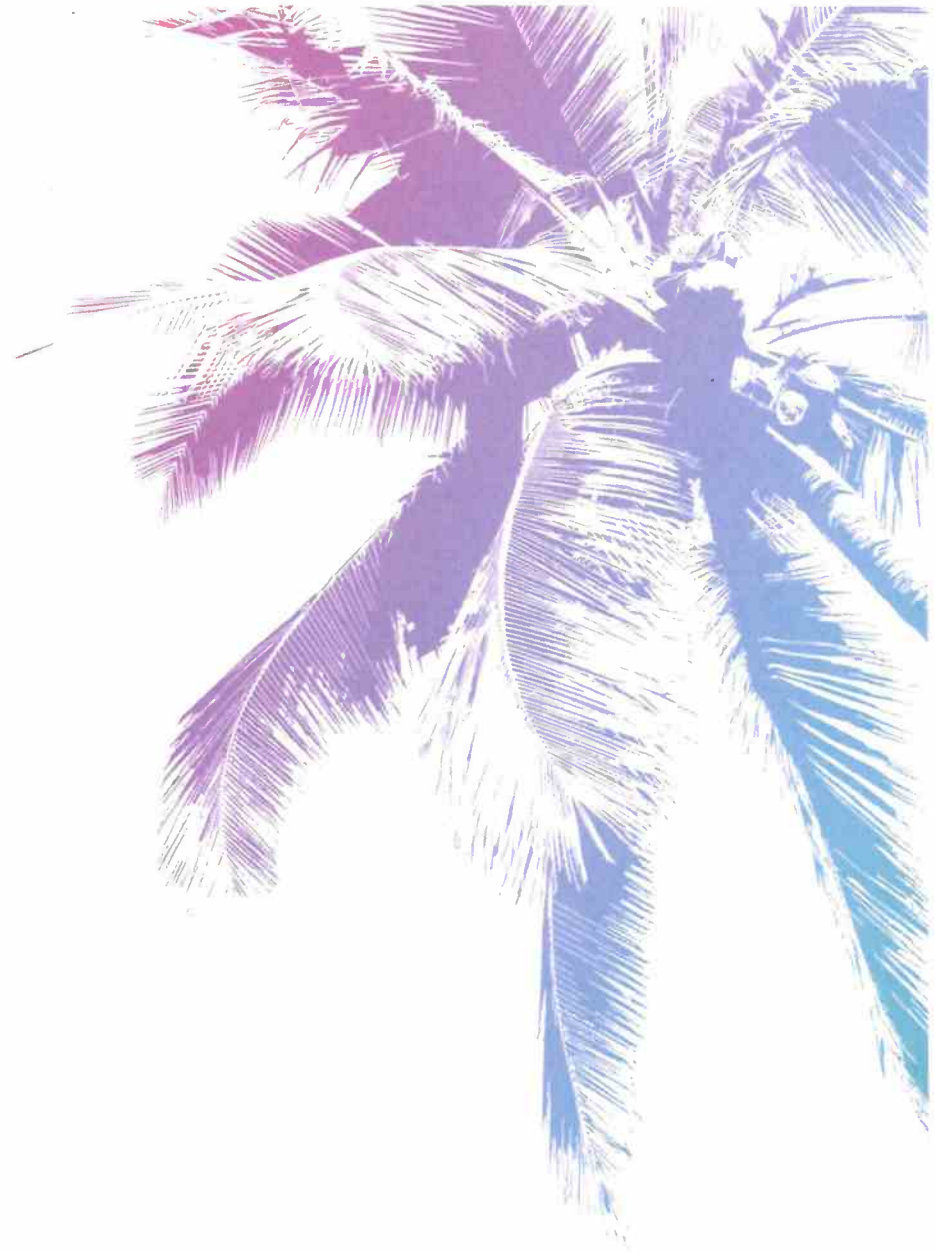
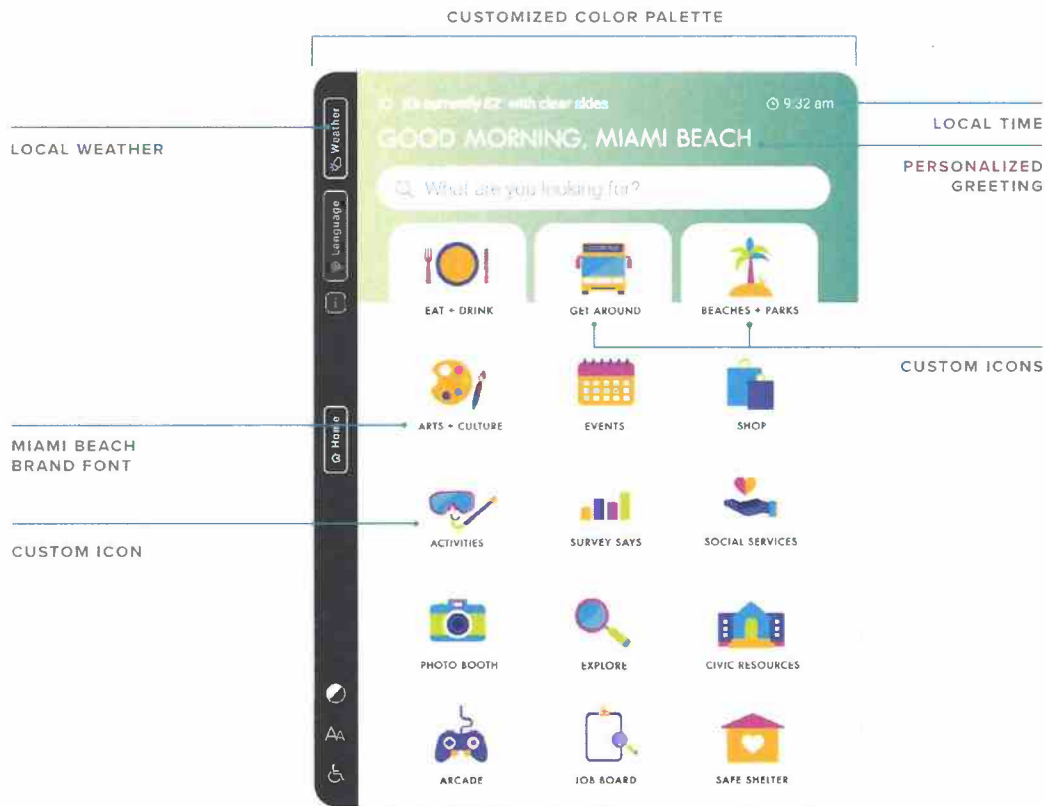# HOME SCREEN APPLICATION DESIGNS (CONT.)

COLLECTION 1

Clean and slightly transparent app tiles layered over a colorful stylized backdrop inspired by City surroundings to bring the screen to life in a unique, modern, and unexpected way.

LOCAL WEATHER

MIAMI BEACH BRAND FONT

BEACH-INSPIRED BACKDROP

It's currently 82° with clear skies — 9:32 am

GOOD MORNING, MIAMI BEACH

Q What are you looking for?

EAT + DRINK	GET AROUND	BEACHES + PARKS
ARTS + CULTURE	SHOP	SAFE SHELTER
STAY	EXPLORE	PHOTO BOOTH

LOCAL TIME

PERSONALIZED GREETING

HOME SCREEN APPLICATION DESIGNS (CONT.)

COLLECTION 2

Sophisticated but playful iconography created with a customizable color palette and integrated City brand cues are grounded in a clean, neutral background that showcases the eye-catching app tiles.

CUSTOMIZED COLOR PALETTE

LOCAL WEATHER

LOCAL TIME

PERSONALIZED GREETING

CUSTOM ICONS

MIAMI BEACH
BRAND FONT

CUSTOM ICON

GOOD MORNING, MIAMI BEACH

Q What are you looking for?

EAT + DRINK   GET AROUND   BEACHES + PARKS

ARTS + CULTURE   EVENTS   SHOP

ACTIVITIES   SURVEY SAYS   SOCIAL SERVICES

PHOTO BOOTH   EXPLORE   CIVIC RESOURCES

ARCADE   JOB BOARD   SAFE SHELTER

HOME SCREEN APPLICATION DESIGNS (CONT.)

COLLECTION 3

This suite of application tiles is designed in a City-specific signature style and includes select "Easter Egg" icons inspired by local landmarks and destinations woven throughout the collection.

ART DECO-INSPIRED DESIGN

LOCAL WEATHER

LOCAL TIME

PERSONALIZED GREETING

☀ it's currently 82° with clear skies   ⏱ 9:32 am

GOOD MORNING, MIAMI BEACH

🔍 What are you looking for?

ART DECO WELCOME CENTER

BEACHES + PARKS

EAT + DRINK

ARTS + CULTURE

SHOP

GET AROUND

EXPLORE

MIAMI BEACH TROLLEY

MIAMI BEACH BRAND FONT

FAIRWIND HOTEL

STAY

PHOTO BOOTH

SAFE SHELTER

OCEAN DRIVE

MIAMIBEACH Welcomes You

IKE KIOSK DEMONSTRATION

The IKE Smart City team would be honored to host the City Manager, Mayor, City Councilmembers, and/or City staff for a demonstration of IKE's functionality. We have over 30 live kiosks in Miami and Coral Gables, as shown on the maps on this page. With fully functional kiosks dispersed throughout Downtown Miami, Overtown, Wynwood, Brickell, Coconut Grove, and Coral Gables, we can have one of our Project Team Leads meet at a convenient kiosk location for a live demonstration.

The IKE model proposed for the City of Miami Beach is the same as the model that is installed in Miami, however, the paint color, cabinet branding, and on-screen content would differ.

The City's experience with IKE Smart City is that they are responsive, creative, professional, and diligent about meeting the needs of the City, its neighborhood associations, and its residents.

—

MAYOR FRANCIS SUAREZ
CITY OF MIAMI

EMBRACED BY THE COMMUNITY
Click to learn how IKE is supporting Miami communities.

CORAL GABLES MUSEUM

CORAL GABLES

RENAISSANCE AT THE GABLES

PONCE CIRCLE PARK

CLUB OF KNIGHTS

SOUTHEAST GABLES

SHOPS AT MERRICK PARK

COCONUT GROVE

S DIXIE HWY

KROMA GALLERY

3.6 MILES NORTHEAST

THE SHOPS AT MIDTOWN MIAMI

WYNWOOD

WYNWOOD WALLS

COLA PLANT

TRES ART

TOWN SQUARE

VENETIAN CAU

MACARTHUR CA

OVERTOWN

PEREZ ART MUSEU

FX ARENA

DOWNTOWN MIAMI

HISTORYMIAMI MUSEUM

BAYFRONT PA

BRICKELL

BRICKELL CITY CENTRE

BRICKELL AVE

EXCEEDING CITY REQUIREMENTS

▶ The IKE kiosk has been designed to comply with the standards set forth
in the Florida Building Code as well as in accordance with all applicable
safety standards, including UL 62368-1: Audio/Video, Information and
Communication Technology Equipment and UL 2361: Custom-Built Kiosks
and is able to be field labeled to show explicit compliance.

▶ Kiosk equipment is installed in accordance with the National Electrical
Code (NFPA70) and appropriate supervision from the local AHJ.

▶ The foundation and kiosk superstructure have both been engineered to
withstand an ultimate wind speed of 165 mph to comply with FBC 1620.2
Risk Category I for high-velocity hurricane zones.
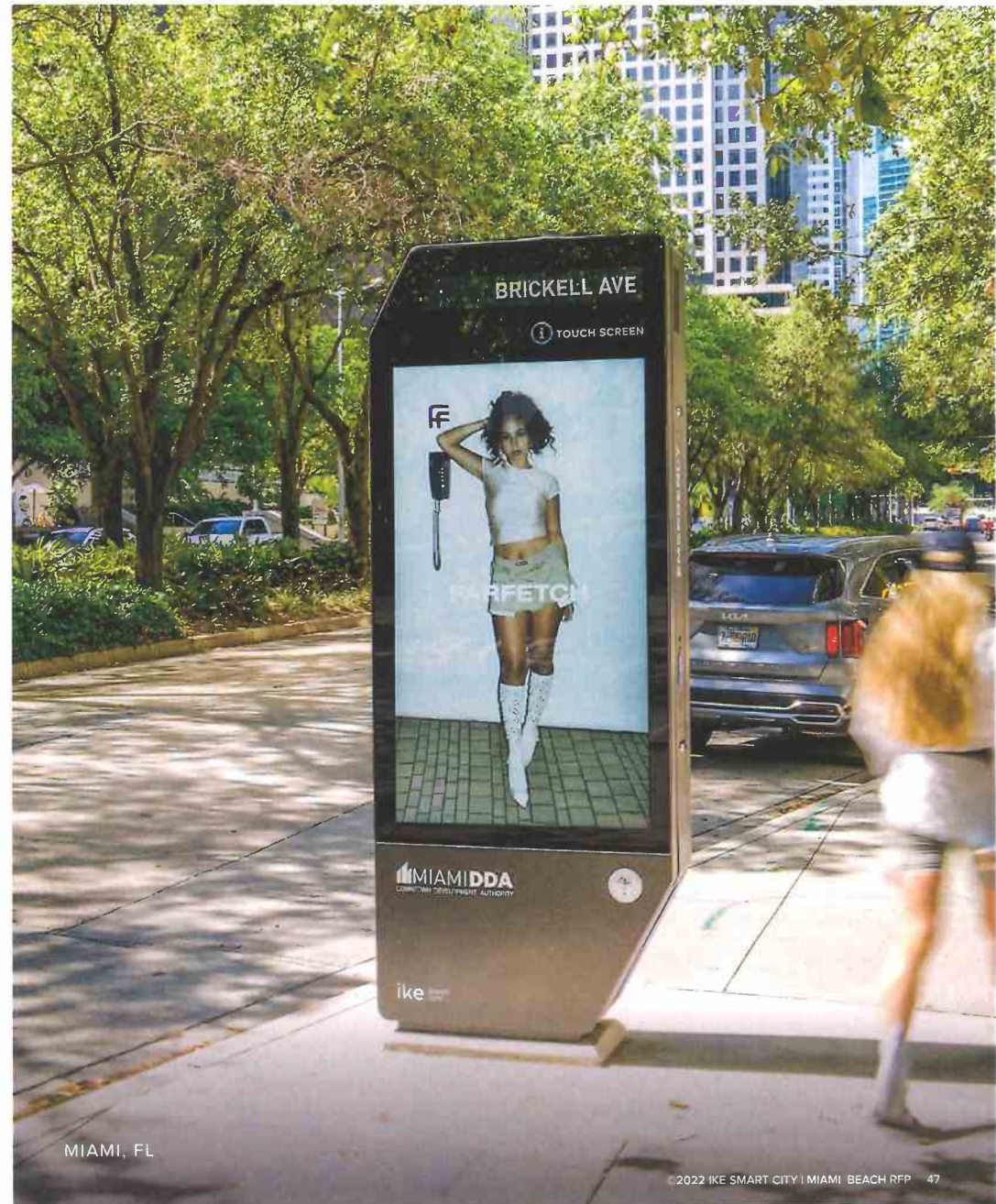
MIAMI, FL

KIOSK SPECIFICATIONS

IKE Smart City invests heavily in IKE's design, engineering, and manufacturing to deliver a superior product that sets us apart from the competition. IKE is fabricated with premium hardware to ensure performance and longevity in all conditions.

CONTINUOUS INNOVATIONS

Ongoing investment to optimize the IKE has resulted in recent improvements:

▶ Improved design with slimmer body and universal electrical inputs create more flexibility in site selection

▶ Innovative ambient air cooling

▶ State-of-the-art remote monitoring of each major electrical component, down to a screen level for individual kiosks

▶ Auto-dimming glass screens adjust based on amount of light during the day and night without manual intervention

BUILT TO LAST

▶ Evaluated to UL safety standards

▶ Withstands extreme weather conditions

▶ Resists graffiti

▶ Parts protected by manufacturer warranties

▶ Minimum kiosk longevity of 10 years

▶ Screen monitors and computers replaced every 5 years, as needed

▶ Various components such as modem and media players replaced every 3-5 years, as needed

▶ Modular kiosk components can be replaced as needed without needing to replace the entire kiosk

HARDWARE	DESCRIPTION
PHYSICAL	• Size: (H x W x D) 99.5" x 37.5" x 12.5" • Weight: 832 lbs • Required sidewalk area: 74" x 76" • 74" x 36" level area on both sides of the kiosk is provided in compliance with building codes
POWER SOURCE	• 20A @ 120V / 15A @ 240V • Max power consumption 1920W • Connects to new or existing metered/unmetered utility service as needed, fed from underground in the sidewalk • Evaluated to UL Safety Standards by a Nationally Recognized Testing Laboratory (NRTL)
TOUCHSCREEN DISPLAYS	• Screen size: 65" • Viewing angle: (H x V) 178° x 178° • Screen type: IPS LCD • Direct LED backlit • Resolution: 1920 x 1080 • Brightness: 4000 nits, auto-adjusted by ambient • Aspect ratio: 16:9 light sensors • Active image area : 56.2" x 31.6" • Supports polarized sunglasses
INTERNET CONNECTIVITY	• Wireless Access Point for free public Wi-Fi • Hotspot within a 75' radius • Connectivity provided by mobile modem, LTE Advanced with SIM-based auto-carrier • Fiber optics possible but not required
STANDARD/OPTIONAL CAMERAS	• Standard configuration: Two integrated video cameras for novelty use in Photo Booth application • Optional technology: One emergency call camera and two security cameras with a DVR recording system
OPTIONAL EMERGENCY CALL SYSTEM	• Emergency call button with an integrated cellular connection module connects to local emergency authorities when pressed • Integrated speaker provides two-way audio communication and pinhole camera allows emergency services to see the caller and surroundings
ADA COMPLIANCE	• Minimum touchscreen height (ADA enabled) = 15 inches • Maximum touchscreen height (ADA enabled) = 48 inches • Side reach maximum (i.e. footing-to-screen distance) = 10 inches • Leading edge of protrusion less than 27 inches

RESILIENT KIOSK DESIGN

IKE has been designed and manufactured to withstand even the most extreme weather conditions. From triple-digit heat in Tempe and hurricanes in Miami to freezing conditions in Cleveland, IKE has been designed and manufactured to operate in all climates.

▶ Corrosion-resistant for a minimum of 15 years

▶ Dust- and water-resistant to a rating of IP-56

▶ Shatterproof tempered glass doors laminated with optical clear resin

▶ Operating temperature of -20° to 120° Fahrenheit and 5% to 95% humidity

▶ Withstands direct sunlight up to 300W per square meter of solar load

▶ Rated to withstand hurricane-force winds of up to 165 mph (including glass and foundation)

▶ Flood sensor automatically powers down the system if water line reaches 18" from the base of the kiosk

TEMPE, AZ

Tempe is one of the most extreme climates in the country, with average high temperatures of over 100° F in summer months and dust that blows in from the desert. Launched in 2020, Tempe's IKE network has proven to thrive in even these harsh conditions.

MIAMI, FL

IKE Smart City has delivered operational excellence since launching in Miami and Coral Gables, cities that experience high temperatures and humidity, as well as a susceptibility to annual hurricanes and other extreme tropical storms.

TEMPE, AZ

MIAMI, FL

OPERATIONS & MAINTENANCE

Keeping the IKE network in exceptional working order at all times is our priority. Not only does the appearance and operation of the kiosks represent the City of Miami Beach, but they are also key factors in community acceptance and our ability to secure advertising sales. IKE Smart City utilizes robust tools, follows clear operational processes, and employs a skilled team of remote and in-market resources that we hold to the highest standards. We are immediately notified of any issues through our remote-monitoring system, onsite team, or 24/7 1-800 number. While unlikely, in the event of an interruption in service, the City will be immediately notified by the IKE Project Team Lead.

REGULAR MAINTENANCE

In-Market Field Technicians
Frequency – 5 days per week, 1 weekend day

- Inspection
- System testing
- Cleaning and disinfecting
- Photocatalytic nanotechnology coating application
- Paint touch-ups
- Minor repairs
- Escalation of issues if additional repairs are needed

REMOTE MONITORING

IKE Software team
Frequency – 24/7

- Outages
- Intrusion detection
- Troubleshooting
- System overrides
- Software updates/upgrades
- Escalation of issues if onsite support is needed

ONSITE COMPONENT REPAIRS AND SOFTWARE SUPPORT

Regional Technical Supervisor
Frequency – Initiated within 24 hours of notification

- Troubleshooting
- Internal component repair or replacement (e.g., computers, lights)
- Larger repairs or replacements (e.g., monitors, doors)

ART BASEL MAINTENANCE PLAN

To provide additional support to our dedicated In-Market Field Technician during Art Basel, IKE Smart City's Regional Technical Supervisor and Director of Operations will be in Miami Beach beginning one week prior to the event through 48 hours after the event. During this time period, the following will occur:

▶ Enhanced monitoring and functionality checks

▶ Units cleaned twice daily

▶ Onsite team on standby for 24/7 support and/or repairs

In addition to our 1-800 number, the Regional Technical Supervisor and Director of Operations will provide their direct contact information to the City and other key stakeholders.

IKE Smart City will follow these same protocols during future events of similar scale.

MIAMI, FL
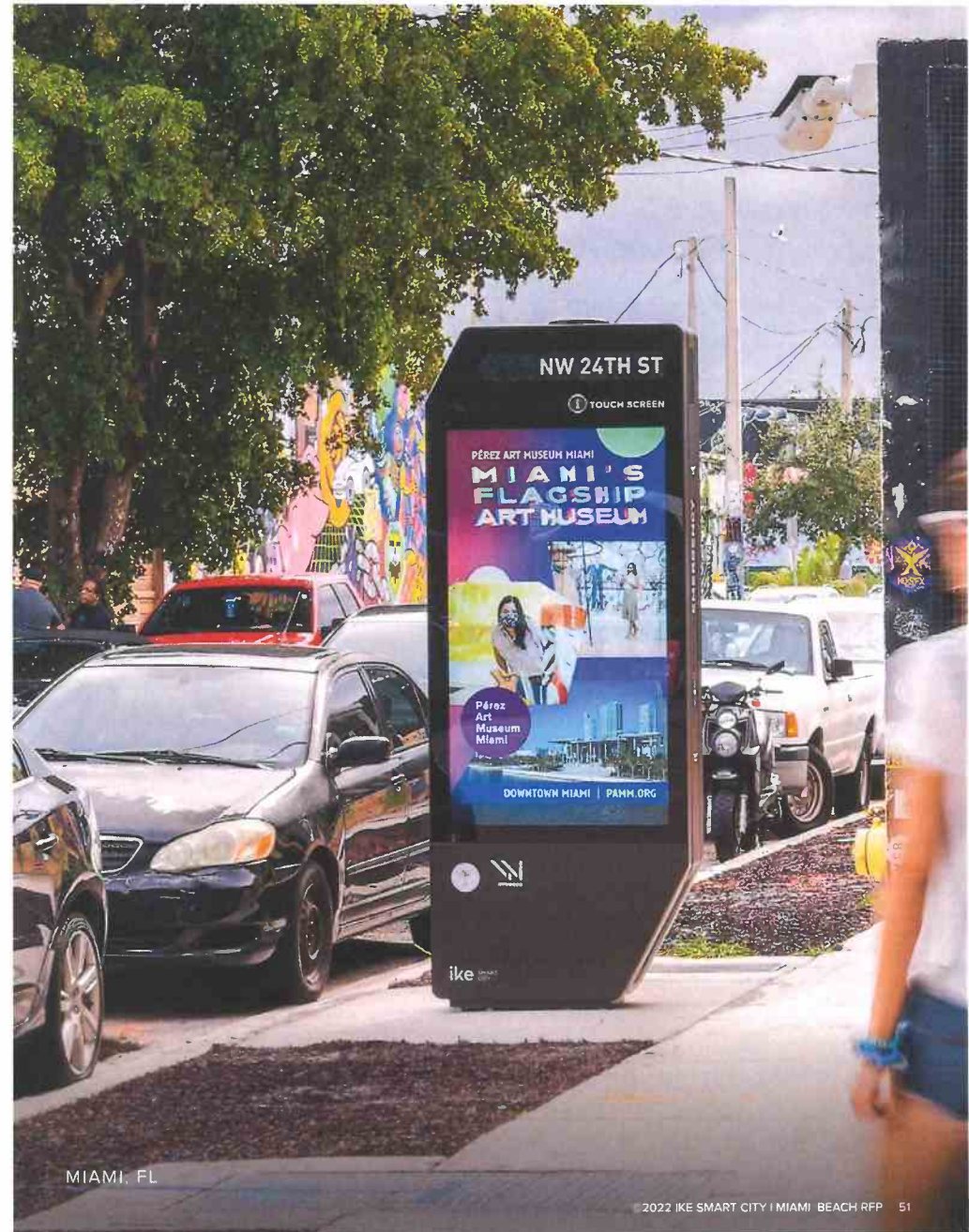
HURRICANE PROTOCOLS

▶ Protocols are activated by weather predictions and hurricane forecasts as indicated by IPAWS

▶ Preparation begins approximately 3 days before landfall depending on the size of the IKE network

▶ In-market Field Technicians reinforce both sides of each kiosk with layers of plywood

▶ A thick waterproof cover padded with an inner layer of anti-scratch felt is then added and secured with a padlock

▶ A back stock of supplies and parts are stored in-market

▶ Remote monitoring software automatically alerts our team to problematic kiosk behaviors and flood sensor triggers

▶ Kiosks are checked by our Field Technicians during the weather emergency as public safety allows

SECURITY & ACCESS

IKE is a well-protected platform that has never experienced a data breach. In addition to protective hardware components, our Software Engineering team uses the Center for Internet Security's "Top 20 Controls" as guidance for our security framework.

HARDWARE

▶ Kiosk is constructed with laminated shatterproof tempered glass touchscreens

▶ Corrosion-resistant aluminum cabinets are secured with built-in industrial grade tamperproof locks

▶ An interior door with an integrated secondary port requires a customized hex key to gain access to IKE's computers and other internal components

SOFTWARE

▶ Server software is hosted in secure data centers, primarily Heroku and AWS, and databases are backed up daily

▶ All communications are encrypted over Secure Sockets Layer (SSL) connections

▶ OSSEC, a Host-based Intrusion Detection System (HIDS) prevents hackers from accessing our infrastructure, monitors the system, and alerts our team to vulnerabilities and intrusion attempts in real time

▶ The team also uses GitHub security alerts to flag potential vulnerabilities and check the Common Vulnerabilities and Exposures (CVE) database daily

▶ Daily kiosk logs are sent to a centralized server where they are monitored for problematic behaviors by IKE Software Engineers

▶ Access to software and services is strictly controlled with credentials managed in LastPass and two-factor authentication

▶ The Operating System, frameworks, and other tooling are kept current with the latest versions as driven by security vulnerabilities updates

▶ Impartial third-party vendors regularly conduct security audits with penetration testing to further inform our practices

MIAMI, FL

PLATFORM FEATURES AND BENEFITS

IKE's features and functionality on dual-sided touchscreens will provide an effective two-way communication platform that enables the City to continue improving the lives of Miami Beach's residents and visitors.

ESSENTIAL & EMERGENCY COMMUNICATIONS

IKE is a highly visible medium for delivering important information and coordinated messages from multiple City departments.

▶ Allows for the immediate broadcast of emergency messages and critical updates

▶ Automatically displays severe weather notifications and AMBER Alerts

▶ Platform for public service announcements such as road closures and scheduled maintenance

▶ Optional emergency call system to improve public safety

ACCESSIBILITY

IKE is an inclusive platform that is 100% ADA compliant and provides additional accessibility with the touch of a button on the home screen.

▶ Wheelchair accessibility tool repositions on-screen content to lower reach

▶ High-contrast mode and large text mode for low-vision kiosk users

▶ Braille plaque directs blind and low-vision users to mobile IKE experience that works with the native accessibility features on mobile devices

CITY & COMMUNITY CONTENT

IKE's interface provides space for cities, BIDs, and DMOs to deploy custom promotional content.

▶ Application content showcases the City free of charge

▶ One of eight panels in the ad loop and any unsold space is dedicated to the City at no cost

▶ Customizable "Poster" application on IKE's home screen is reserved for the City

ECONOMIC DEVELOPMENT

The IKE platform promotes area businesses at absolutely no cost to business owners.

▶ Free interactive directory listings drive awareness of area businesses

▶ Integrated wayfinding drives foot traffic to increase sales

▶ IKE listings are based on proximity according to distance from the kiosk, and paid placement is not allowed

PLATFORM FEATURES AND BENEFITS (CONT.)

WAYFINDING

IKE's robust transit and trip-planning features provide information about different modes of transportation available to pedestrians.

- ▶ Includes multimodal public transit locations, mapping, costs, arrivals/departures, and wheelchair accessibility
- ▶ Trip-planning filters enable customized point A to point B travel itineraries
- ▶ Real-time data feed from Transit covers all local transportation options including first- and last-mile solutions

PUBLIC SURVEYING

IKE provides municipalities with a simple and effective way to solicit feedback from residents and visitors.

- ▶ Survey Says application is dedicated to the City for custom surveys
- ▶ Citizens get a platform to share opinions with City leadership
- ▶ Real-time results are accessible in IKE's CMS

SYSTEMS INTEGRATION

IKE seamlessly integrates with City systems and content management platforms to receive and distribute data.

- ▶ Accepts content feeds via secure APIs and external URLs
- ▶ A multi-tenant CMS allows content uploads and manual input, if needed

DATA & ANALYTICS

IKE delivers valuable data and analytics so cities can better understand pedestrian traffic and kiosk engagement.

- ▶ Aggregated and anonymized data is never sold to third parties
- ▶ Collects pedestrian counts, dwell times, engagement, and most used apps
- ▶ Configurable reports are accessible in IKE's CMS

AIR QUALITY

IKE supports environmental initiatives with sophisticated air quality monitoring.

- ▶ Partnership with BreezoMeter, a leader in the field of air quality measurement
- ▶ Accurate real-time surveying of outdoor air pollutants down to a street-level resolution
- ▶ All collected data is in IKE's CMS for customizable reports and tracking of climate indicators

MOBILE & WEB EXTENSIONS

IKE is compatible with smartphones, and users can send kiosk content to their mobile device for a seamless experience on the go.

- ▶ Applications include integrated text-to-phone and QR code features
- ▶ Transferable Directory listings with destination mapping enable one-step navigation
- ▶ Able to lead users to web URLs for additional information, mobile ticketing, and purchases

TWO MODES OF OPERATION

The cost of the IKE program, both initial capital and ongoing expenses, is borne entirely by IKE and is recouped by paid advertising revenues. In addition to paid advertising, IKE also displays City, community, and interactive content at no cost to the City.
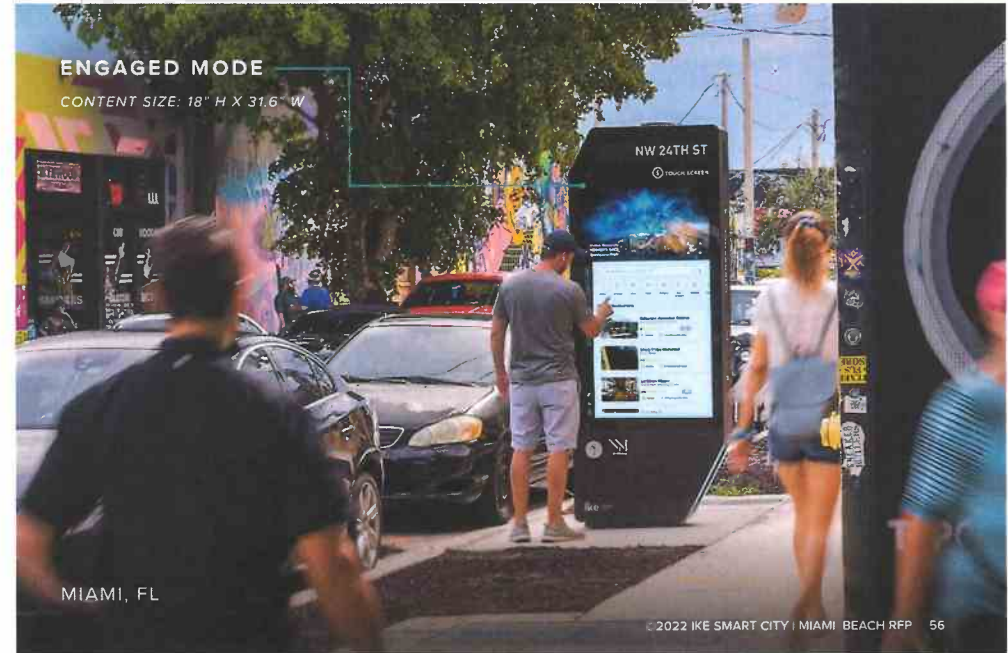
The kiosks are placed in highly visible intersections with frequent pedestrian activity to ensure maximum impact for advertisers and the highest level of kiosk usage. Accordingly, IKE has two modes of operation – passive and engaged.

PASSIVE MODE

This is the default mode of operation. When a pedestrian is not engaging with IKE, the entire screen is occupied by a 9:16 portrait layout showing a loop of City, community, art, and commercial messaging.

ENGAGED MODE

When a pedestrian touches IKE's screen, the content loop resizes to a 16:9 landscape layout and the interactive application dashboard is displayed.

PASSIVE MODE
CONTENT SIZE: 56.2" H X 31.6" W
NW 26TH ST
MIAMI, FL

ENGAGED MODE
CONTENT SIZE: 18" H X 31.6" W
NW 24TH ST
MIAMI, FL

ENGAGING USER EXPERIENCE

With constant access to touchscreen technology, users' expectations of digital technology are high. For this reason, we began development of IKE with a foundational belief that the user experience must be as polished and intuitive as that of an iPhone or Android device. IKE is immediately familiar to any user of a smartphone. Simple touch gestures activate the system and provide everything a user needs, all in one curated place. We have invested more than five years in the development of our software, which provides our partners with a product that's instinctive, smart, and engaging.

> One of our main goals is to reveal the best Columbus has to offer to visitors and residents alike. With IKE deploying across our city, we now have a major platform to promote events and help guide discovery of local restaurants, shops, and unique things to do. The City of Columbus has so much to offer, and the IKE kiosks are one more way we're bringing that to life.

KARI KAUFFMAN, CTA
VICE PRESIDENT, DESTINATION EXPERIENCE
EXPERIENCE COLUMBUS

ORGANIZED

RELEVANT

INTUITIVE

CURATED

RESPONSIVE

INTEGRATED

CUSTOMIZED

INTERACTIVE SUITE OF APPLICATIONS

The interactive kiosk experience starts with an easy-to-use application dashboard on IKE's home screen. The engaging suite of applications has been thoughtfully designed to equip each user with all the tools they need to explore, discover, and navigate the City.

EAT + DRINK
Gives plenty of options for hungry and thirsty residents and visitors to satisfy their cravings.

EVENTS
Highlights everything going on in the City with up-to-date event listings and integrated wayfinding.

PHOTO BOOTH
Lets pedestrians take fun selfies and send the pics to their smartphone.

GET AROUND
Provides multimodal wayfinding, trip planning, and real-time public transit information.

EXPLORE
Allows a user to search IKE's content using keywords for a list of relevant results.

JOB BOARD
Provides communities with easy access to local job listings and employment opportunities.

BEACHES + PARKS
Helps people enjoy the sunshine at outdoor destinations around the City.

SOCIAL SERVICES
Improves access to support services and resources for communities and citizens in need.

ARTS + CULTURE
Showcases cultural destinations and activities for those looking to experience the creative arts.

ACTIVITIES
Highlights things to do in the City across a wide range of interests.

SAFE SHELTER
Directs those without homes or a safe place to stay to facilities offering beds and other services.

CIVIC RESOURCES
Makes it easy to get important things done with listings of municipal buildings and services.

SURVEY SAYS
Collects citizen feedback on questions created by the City.

STAY
Lists a wide variety of overnight accommodations.

ARCADE
Entertains and engages pedestrians with a fun and easy-to-use video game.

SHOP
Entices shoppers to spend at local retail destinations.

DIRECTORY APPLICATIONS

Ten of IKE's dashboard applications function as interactive directory listings that promote area businesses, organizations, and destinations free of charge. Each kiosk is programmed with geographic coordinates that automatically populate Directory applications with businesses situated within a customizable radius of the kiosk location. While Directory applications share the same framework, each one provides unique content and information. The data sources for Directory listings are continuously updated, ensuring that data is always up-to-date and requiring limited manual entry by IKE Smart City or the City.

ACTIVITIES

Examples: Water Sports, Golfing, Tours, Bike Rentals, Zoos, Amusement Parks

EAT + DRINK

Examples: Restaurants, Cafes, Coffeehouses, Gastropubs, Bars, Nightlife

SOCIAL SERVICES

Examples: Food Support, Addiction Resources, Family Services, Health Clinics, Charitable Organizations

CIVIC RESOURCES

Examples: Court Houses, Municipal Services and Offices, Libraries, Police and Fire Stations, Hospitals

SHOP

Examples: Clothing Boutiques, Specialty Stores, Grocery, Drug Stores, Retail Centers, Malls

ARTS + CULTURE

Examples: Museums, Galleries, Public Art, Architecture, Cinemas, Performance Venues and Theaters

BEACHES + PARKS

Examples: Public Beaches, Gardens, Parks, Playgrounds, Boardwalks, Dog Parks

STAY

Examples: Hotels, Motels, Bed & Breakfasts, Rentals

SAFE SHELTER

Examples: Homeless Shelters, Temporary Housing, Hygiene Facilities

JOB BOARD

Examples: Local Employment Opportunities, Temp Work Resources

SERVING ALL COMMUNITIES

Several Directory applications in the suite were created to improve widespread access to critical resources and services across all communities. IKE's placement in the public right-of-way ensures those without technology can benefit from the content, and because the kiosks function as free Wi-Fi hotspots, they also further connectivity throughout the City.

SOCIAL SERVICES

SOCIAL SERVICES APPLICATION

Complementing existing City resources, this application provides easy access to information on food banks, free health clinics, veteran services, charitable organizations, family services, financial aid, addiction and recovery resources, mental health assistance, and more.

SAFE SHELTER

SAFE SHELTER APPLICATION

This application assists people who are experiencing homelessness, runaways, battered women, and others looking for a safe place to stay. Listings of nearby shelters and temporary housing include descriptions, types (e.g., women only, families, men only, etc.), locations, and wayfinding.

JOB BOARD

JOB BOARD APPLICATION

Finding a job can be difficult for those without connectivity. This application is automatically populated via real-time feeds from multiple local resources. Jobs are geolocated and can be filtered by category and type. Listings include descriptions and detailed information on how to apply.

CIVIC RESOURCES

CIVIC RESOURCES APPLICATION

Civic resources serve the public, and this application makes it easy for residents and visitors to find them. Listings include government buildings, municipal departments and services, 311 information, utility providers, police stations, fire stations, vaccination centers, evacuation assistance, and more.

DIRECTORY APPLICATION USER EXPERIENCE

APPLICATION DASHBOARD

While Directory applications share the same framework, each one provides unique content. When a user opens an application, they are presented with a scrollable list of businesses arranged by proximity to the kiosk.

SCROLLABLE DIRECTORY LISTINGS

Each Directory listing previews the business or destination and includes a visual cue to open the listing for more information. When the user taps on a listing, a Directory card appears on screen.
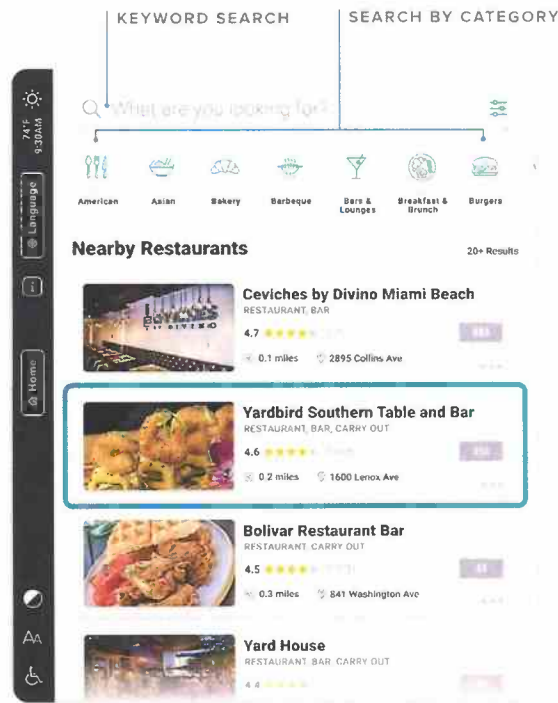
DETAILED DIRECTORY CARDS

A Directory card contains comprehensive information to help a user learn more about their selection. Once the card is closed, the Directory listings reappear so the user can continue to browse the listings.

DIRECTORY FEATURES

In contrast to static wayfinding kiosks, IKE offers several unique ways a user can interact with directory listings. These features help to create a more enjoyable and customized user experience.

FILTERS

Filters allow a user to refine Directory listings based on specific interests and needs. For instance, filters include cuisine, ratings, price, hours, merchandise type, and distance from kiosk. Filters can also be customized by the City to highlight a curated list of businesses.

BADGES

Badges are a great way to identify places that are sponsored, supported, or otherwise showcased by a particular group or organization. For example, a branded badge might be added to restaurants featured in *Eater Miami*.

FEATURED LISTS

Featured Lists can be customized by the City to showcase curated subsets of businesses and destinations. Up to six unique Featured Lists can be added and, when one is selected, a drop-down drawer will display the curated listings.
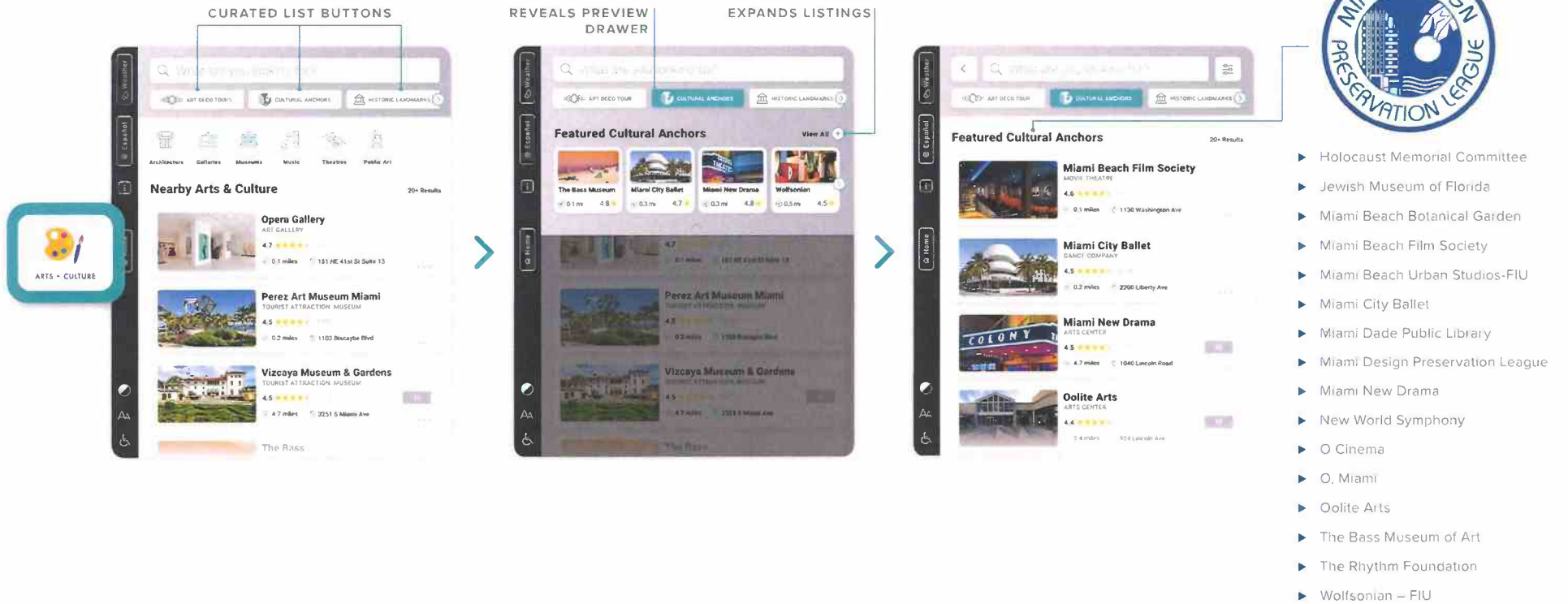
FEATURED LIST BUTTONS
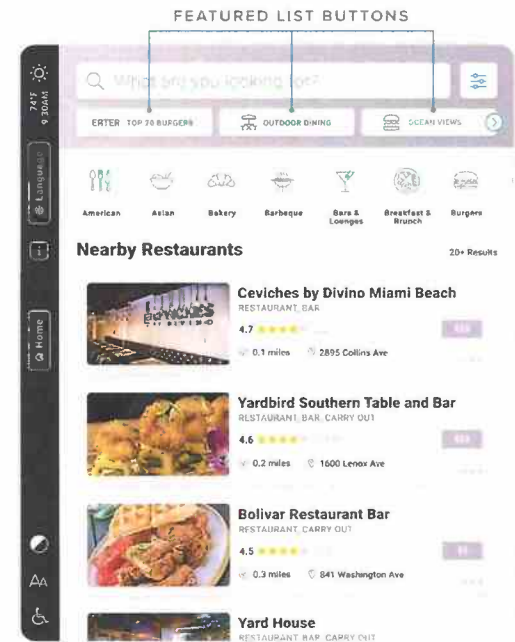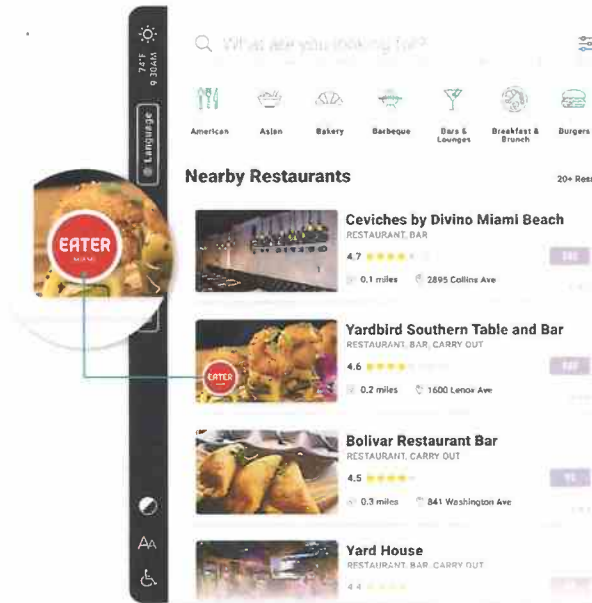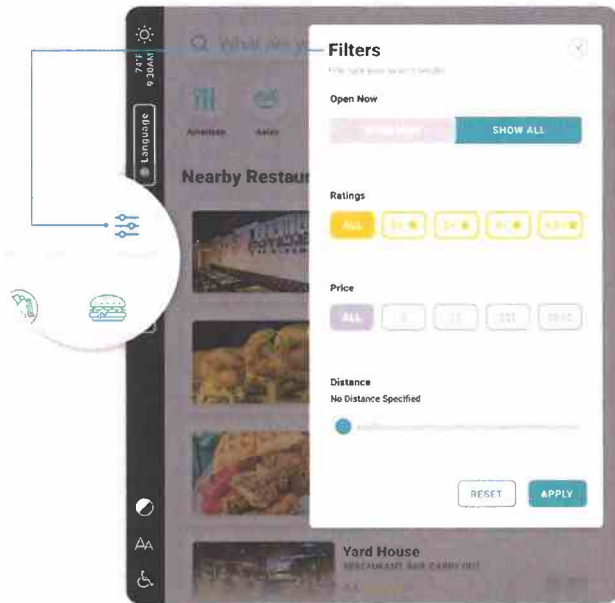
CUSTOMIZABLE FEATURED LISTS

SHOWCASING THE MIAMI DESIGN PRESERVATION LEAGUE

Creating Featured Lists that encourage cultural engagement would further the MDPL's efforts to preserve and protect the historical and architectural integrity of the Miami Beach Architectural Historic District.
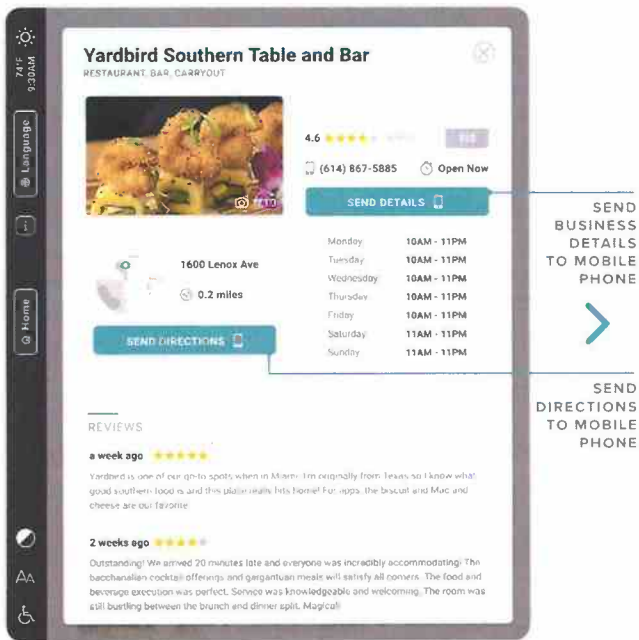

CURATED LIST BUTTONS

REVEALS PREVIEW DRAWER

EXPANDS LISTINGS

- Holocaust Memorial Committee
- Jewish Museum of Florida
- Miami Beach Botanical Garden
- Miami Beach Film Society
- Miami Beach Urban Studios-FIU
- Miami City Ballet
- Miami Dade Public Library
- Miami Design Preservation League
- Miami New Drama
- New World Symphony
- O Cinema
- O, Miami
- Oolite Arts
- The Bass Museum of Art
- The Rhythm Foundation
- Wolfsonian – FIU

DIRECTORY CARD MOBILE AND WEB EXTENSIONS

Addresses, directions, and other wayfinding information can be easily transferred from the Get Around application and Directory Cards via mobile handoff. When a phone number is entered, IKE immediately sends a text link that, when received and clicked, launches a user's mobile browser or mapping application and allows for uninterrupted navigation to a selected destination. IKE does not store phone numbers and will not sell or distribute the anonymized user data.
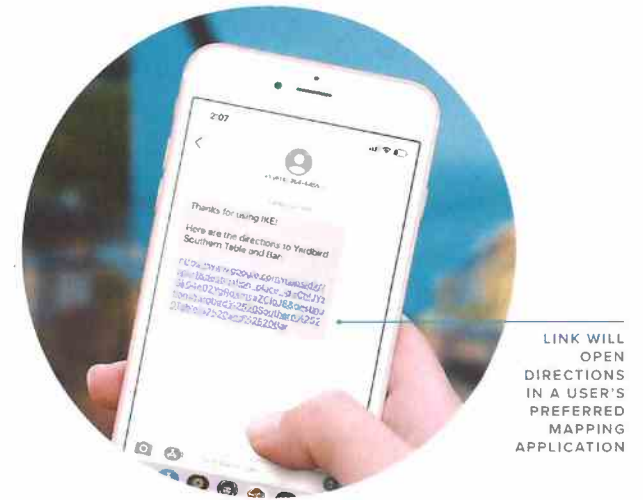
DIRECTORY CARD

SEND
BUSINESS
DETAILS
TO MOBILE
PHONE

SEND
DIRECTIONS
TO MOBILE
PHONE

DIALPAD / QR CODE DRAWER ACTIVATED

ENTER PHONE NUMBER OR
SCAN A QR CODE TO TRANSFER
KIOSK CONTENT TO MOBILE

MOBILE DEVICE

LINK WILL
OPEN
DIRECTIONS
IN A USER'S
PREFERRED
MAPPING
APPLICATION

WAYFINDING

IKE's Get Around application is a central hub of wayfinding, mapping, and comprehensive multimodal trip planning tools at a user's fingertips. IKE Smart City has partnered with Transit, a leader in the aggregation of real-time transit information, sharing in the common goal of making it as easy as possible to ride public transit. The functionality in this application is customizable to suit the needs and preferences of the user, made specific to City public transit offerings, like bus, trolley, and rail, as well as other options like Citi Bike docks, taxi, and ride hails such as Freebee, Uber, and Lyft. IKE can hand off trip information to a mobile device using SMS or QR codes so users can continue to their destination using their mobile mapping application.
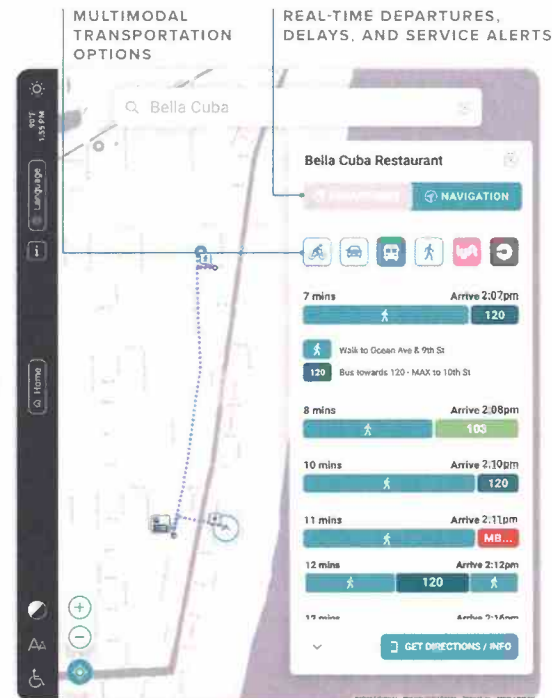
PLAN A TRIP

You decide where to go — **real-time data of all transit** near the kiosk will help ensure accurate trip planning to your destination.
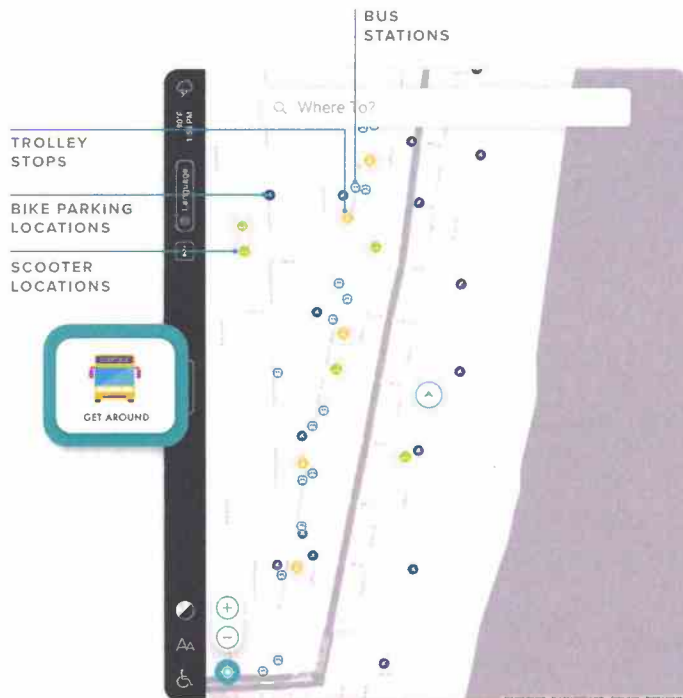
SET TRIP PREFERENCES

Select preferences to **customize your experience** and reach your destination in the way that is best for you.

STEP-BY-STEP NAVIGATION

After selecting your preferred route, get **step-by-step directions** to your selected destination.

PROMOTING LOCAL EVENTS

Miami Beach is a vibrant and culturally diverse community with new and unique things to do every day of the week.
The Events application helps users discover everything that's happening in the City today, tomorrow, and all year long.

EVENT LISTINGS

EVENT DESCRIPTION AND DETAILS

MOBILE EXTENSION

SEND TO MOBILE DEVICE

CITY SURVEYING

IKE's Survey Says application is a simple and efficient way for the City to solicit feedback from the public. It allows citizens to share their opinions with City leadership, and results in data are readily available for the City to review. Questions can be updated as often as the City desires.
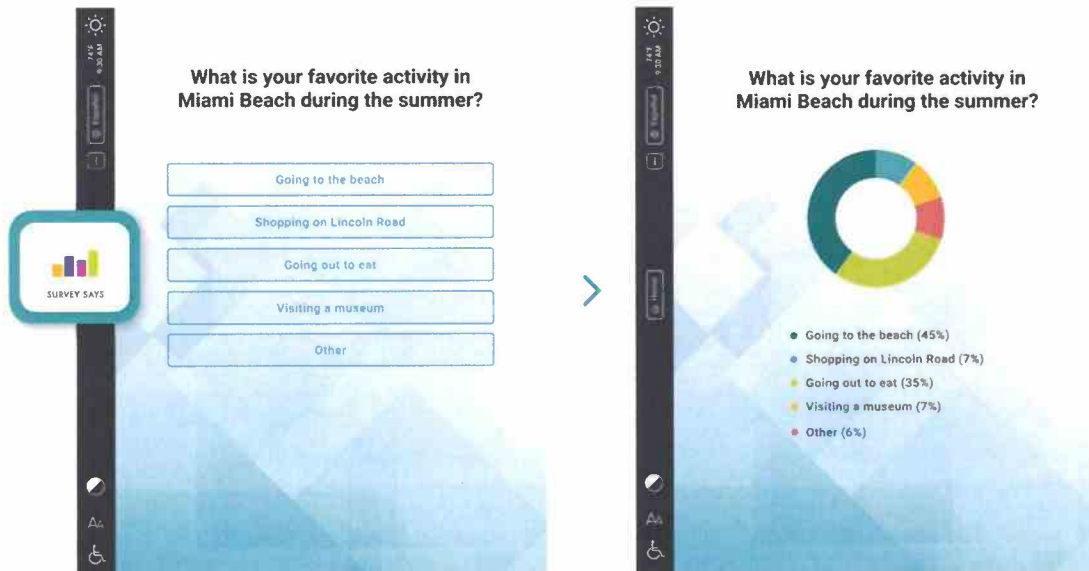
GAMES

The Arcade application creates another point of engagement for pedestrians. Offering a gaming experience adds fun to city sidewalks and drives interaction with the kiosks.

CITY-BRANDED SELFIES

Through a combination of simple touch gestures, pedestrians can take a selfie using IKE's Photo Booth application and have their photo sent to their mobile device. Stickers, filters, and five city-specific frames add to the fun experience. The City will be given the exclusive rights to the "frames" feature for custom branded designs that can be changed as frequently as the City desires.

EXAMPLE FRAMES

FILTERS
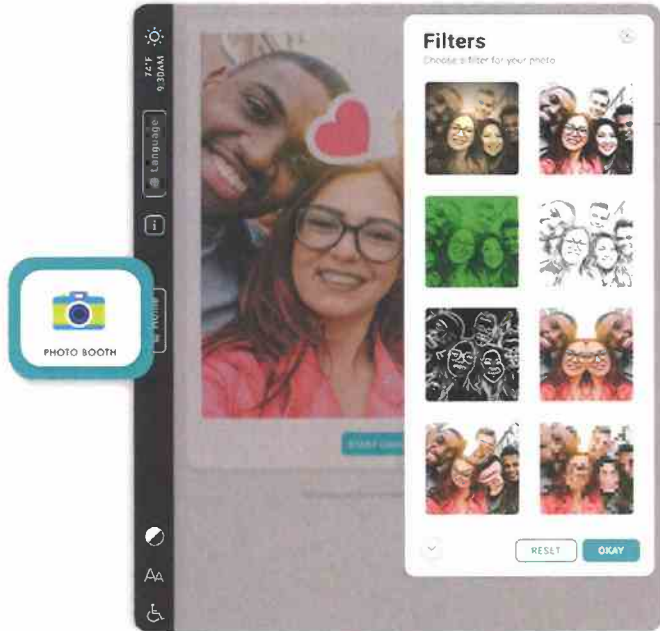
STICKER EXAMPLES

CUSTOMIZABLE CITY POSTERS

The Poster application provides the City with dedicated and highly visible space for custom messaging on IKE's home screen. The application can be used to support the City's objectives including but not limited to promoting initiatives, events, and public announcements.

▶ When a user taps the Posters tile on the dashboard, the application opens to additional and more detailed content

▶ The visual design of the Posters tile is customizable, differentiating it from the rest of the applications on the dashboard

▶ The application accepts static graphics and text, and a QR code can be used to direct users to additional sources of information online

▶ A mobile extension feature allows a user to send the poster to their mobile device to take the information with them

▶ The IKE Design team will help the City develop content for the Poster application and our Content Manager will handle integration

▶ Posters can be replaced with new content as frequently as the City desires

HOME-SCREEN
APPLICATION
TILE

QR CODE

MOBILE
EXTENSION
FEATURE

POSTER
APPLICATION
CONTENT

POSTER EXAMPLE: MIAMI LAUNCH PROMOTION

The IKE team partnered with the Wynwood Business Improvement District on the development of a special launch promotion that used the kiosk platform to support area businesses and organizations in the Wynwood Arts District. In collaboration with local merchants, we created custom Poster applications with integrated QR codes for display on IKE's dashboard. When scanned by a kiosk user, the QR codes provided access to exclusive discounts during the promotional period.

> *Wynwood is the first of many neighborhoods in Miami to install IKE Smart City kiosks, a City-wide initiative to help pedestrians better navigate around the city and support local businesses. There are over 400 businesses within the Wynwood Arts District alone, many of them small and locally owned, so the BID is hopeful this new partnership will be beneficial for both the businesses and visitors.*

MANNY GONZALEZ
EXECUTIVE DIRECTOR,
WYNWOOD BUSINESS IMPROVEMENT DISTRICT (BID)
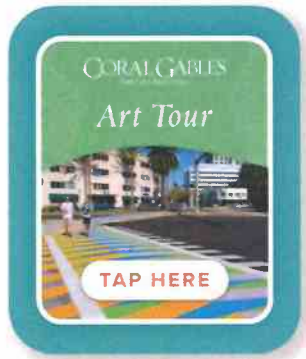

APPLICATION TILE

POSTER

POSTER EXAMPLE: CORAL GABLES ART TOUR

Coral Gables is filled with unique public art for residents and visitors to enjoy. Each year, a new piece of art is unveiled and added to the streetscape through an Art Basel sanctioned event. The IKE team worked with the City of Coral Gables to develop and promote a public art walking tour using IKE's Poster application. Several versions of the Poster were created so that each kiosk could display a custom map and showcase the art pieces closest to that location.
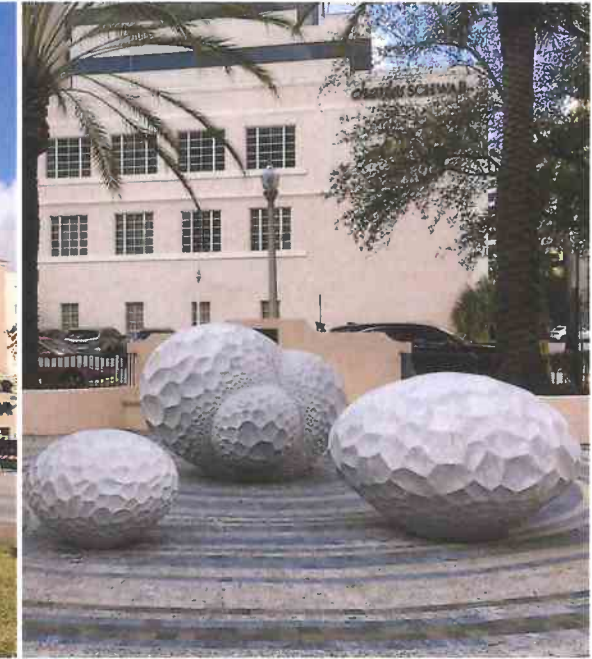

APPLICATION TILE

MOBILE EXTENSION FEATURE ALLOWS USERS TO TAKE THE POSTERS WITH THEM

POSTER

ACCESSIBILITY

IKE is an inclusive platform that was designed to serve the needs of all citizens. The kiosks are 100% ADA compliant and have been reviewed by an accessibility specialist to ensure compliance with federally mandated requirements. Specifically, IKE meets:

▶ ADA 307.2 Protrusion Limits design recommendations (for blind and low vision) by having no protruding objects, greater than 4 inches, above 27 inches from ground level

▶ ADA 308.2 Forward Reach design recommendations by allowing all controls to be reachable between 15 and 48 inches from ground level

▶ ADA 309.4 Operation recommendations and does not require tight grasping, pinching, or twisting of the wrist

▶ ADA 308.3 Side Reach design recommendations by allowing all controls to be reachable between 15 and 48 inches from ground level

▶ ADA 304.3.2 T-Shaped Space clearance standard at all kiosk locations

The kiosks feature scrollable on-screen content and an accessibility feature that adjusts the height of the content for users in wheelchairs. Low-vision users are able to resize and/or change the text to high-contrast mode for additional focus on text and graphic elements. Both features are activated by the touch of a button on the left-hand side of IKE's homescreen.

IKE Smart City's Product and Software teams are continuously working to pioneer cutting-edge technologies in order to optimize the IKE experience for all users.

VISUAL SUPPORT TOOLS

HIGH CONTRAST MODE COMPARISON

LARGE TEXT MODE COMPARISON
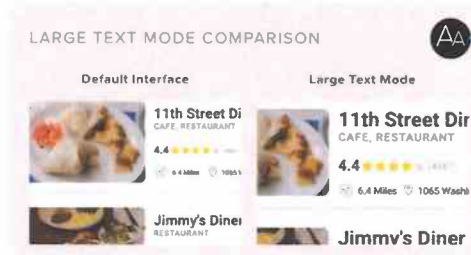
WHEELCHAIR ACCESSIBILITY TOOL

*Repositions on-screen content
to lower reach*

NATIONAL FEDERATION OF THE BLIND PARTNERSHIP

IKE Smart City's partnership with the National Federation of the Blind is an example of how our Product and Software teams have worked to pioneer cutting-edge technologies. As a result of this collaboration, a new wayfinding contactless solution can optimize the IKE experience for all users.

APPROACH

In 2020, IKE Smart City collaborated with National Federation of the Blind (NFB) staff at their Center of Excellence in Nonvisual Accessibility (CENA) to develop a nonvisual access solution for our informational wayfinding kiosks. We worked with the NFB's Blind Users Innovating and Leading Design (BUILD) team to assess whether transferring the IKE experience to blind and low-vision users' mobile devices while navigating city streets is a preferred method of use over other more common hardware solutions.

After the solution was hailed to be an effective interface and innovative option by both organizations, the IKE Product and Software teams solicited user feedback to validate the planned approach.

▶ We conducted 21 usability sessions over six weeks with blind and low-vision users with varying degrees of vision loss and technological experience levels

▶ Each participant evaluated the prototype independently and made note of usability frustrations, delights, and surprises

▶ The observations and learnings from each session were documented and used to direct subsequent sessions

NATIONAL FEDERATION
OF THE BLIND
Live the life you want.
+
ike SMART
CITY

> We are impressed with [IKE Smart City]'s willingness to listen to, incorporate, and innovate the feedback and recommendations received from our CENA staff and BUILD users toward the improvement of your kiosk experience for blind and low-vision users.

ANIL LEWIS
EXECUTIVE DIRECTOR,
BLINDNESS INITIATIVES NATIONAL FEDERATION OF THE BLIND

NATIONAL FEDERATION OF THE BLIND PARTNERSHIP (CONT.)

RESULTS

Our findings drove a Phase 1 approach that is currently in development and will allow blind and partially sighted users to navigate and interact with the IKE interface using familiar accessibility features. In response to the partnership with IKE Smart City, the NFB invited our Product team to participate in a panel at their Smart Cities Summit in January 2021.
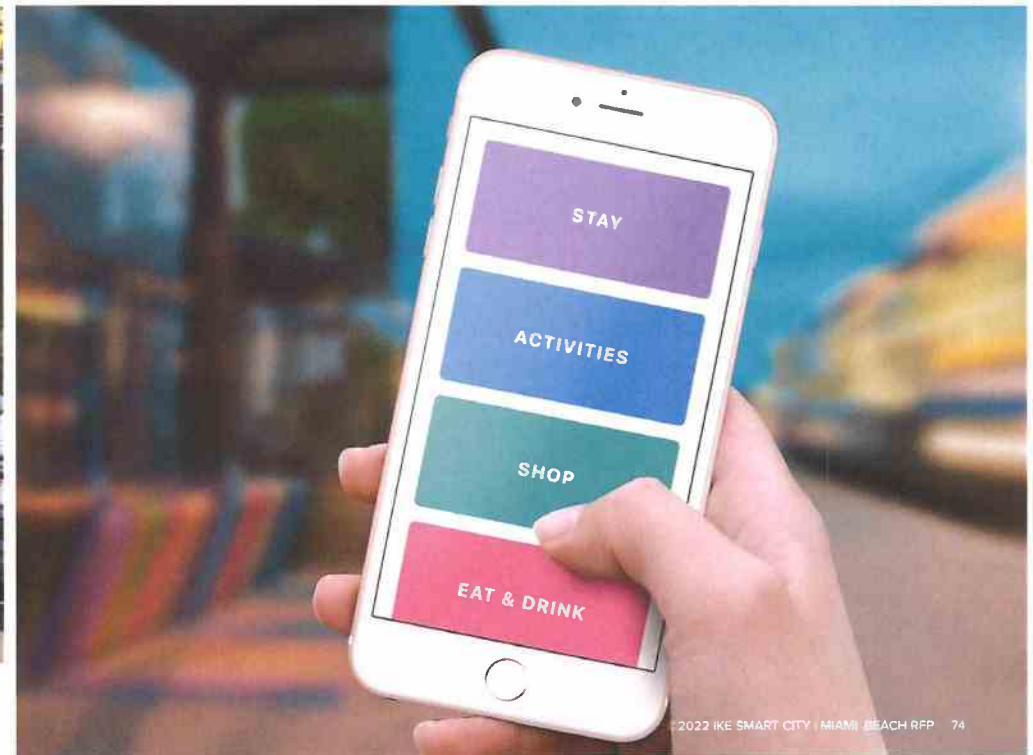
BRAILLE PLAQUE

Each IKE will display a braille plaque along the spine of the kiosk instructing blind and low-vision users to scan a QR code with their mobile device's camera

MOBILE IKE EXPERIENCE

The QR code will auto-direct users to a mobile version of IKE where they will have access to the same content that is available on the kiosks

BUILT-IN ACCESSIBILITY FEATURES

The mobile IKE experience will follow Web Content Accessibility Guidelines (WCAG) to work in tandem with the native accessibility features on the user's mobile device, including TalkBack and VoiceOver tools

PLEASE USE PHONE CAMERA TO SCAN QR CODE BELOW TO EXPERIENCE THIS KIOSK AT WWW.M.IKE.SC

STAY

ACTIVITIES

SHOP

EAT & DRINK

A SUCCESSFUL PARTNERSHIP

NATIONAL FEDERATION
OF THE BLIND
Live the life you want.

Via Email Only

February 9, 2021

Jibran Shermohammed, Esq.
VP of Development and Corporate Counsel
IKE Smart City, LLC
250 North Hartford Avenue
Columbus, OH 43222
jibran@ikesmartcity.com

Dear Mr. Shermohammed:

In follow-up to our initial discussions centered around IKE Smart City's (ISC) digital wayfinding kiosk capabilities, suite of applications, and your company's journey to finding a best-in-class accessibility solution for blind and low-vision citizens, I'd like to thank you for the virtual demonstration of the kiosk-to-mobile-phone hand-off solution, which you initially provided to our team on May 14, 2020, and the subsequent engagement thereafter. As you know, the members of the National Federation of the Blind (NFB) believe in the full capacity of blind people and have the power to transform dreams into reality through relationships with companies such as IKE Smart City.

We truly appreciate your collaboration with the staff of our Center of Excellence in Nonvisual Accessibility (CENA), and the active engagement through our Blind Users Innovating and Leading Design (BUILD) program to assess whether transferring the IKE kiosk experience to blind and low-vision users' mobile devices is the preferred method of use over other more common hardware solutions. We're very pleased to hear that the twenty-one usability sessions over six weeks in August and September of 2020 with our BUILD participants—all having varying degrees of vision loss and technological experience levels—yielded beneficial results that helped determine a mobile hand-off software solution. I understand the BUILD program sessions revealed that use of a personal mobile device while navigating city streets is an effective interface for those who are blind or have low vision and is an innovative option that offers improved quality of life for the blind and low-vision user by leveraging successful third party mobile solutions.

We are impressed with ISC's willingness to listen to, incorporate, and innovate the feedback and recommendations received from our CENA staff and BUILD users toward the improvement of your kiosk experience for blind and low-vision users. We also appreciate your thoughtful approach of speaking with software accessibility experts, conducting field research on tactile keypads for kiosks, and speaking with fast-food kiosk engineers, in addition to your continued conversations

with the NFB. We are confident that the decision to incorporate the mobile hand-off modifications is the best solution to make the IKE kiosk accessible to blind and low-vision users. IKE Smart City, through the active engagement of blind and low-vision users and expanded interaction with other relevant experts, has used what we feel is an exemplary process in the design, development, and implementation of your kiosk technology. As a result, we were pleased to have your team highlight this strategy at our Smart Cities Summit held on January 28, 2021.

Thank you for your commitment to improving the lives of those in our community. We look forward to our continued collaboration and hope to continue to serve as a resource for your company.

Best regards,

Anil Lewis
Executive Director, Blindness Initiatives
National Federation of the Blind

MULTILINGUAL INTERFACE

IKE is multilingual in up to 100 languages and provides the highest quality translations to accommodate those whose primary language is not English. Users can easily choose their language from a list along the left side of IKE's home screen.

▶ Our interface does not rely solely on free machine-translation tools like Google Translate, which has limitations when it comes to grammatical accuracy and cultural nuance

▶ We use human interpreters to translate key interface elements to ensure that they are correct and contextual, thus avoiding cultural misinterpretations

▶ Each kiosk can be programmed to reflect the predominant language spoken in the area surrounding its location

The kiosks come with the following languages already loaded into the system, and languages can be easily removed or added, as needed.

▶ English

▶ Arabic

▶ Bosnian

▶ French

▶ German

▶ Italian

▶ Spanish

▶ Japanese

▶ Korean

▶ Mandarin

▶ Portuguese

▶ Somali

LANGUAGE SELECTOR DRAWER

elige lengua

English

✓ **Español**

Française

日本人

한국어

Somali

العربية

Bosanski

Italiana

中文

Portugues

Deutsch

cielo despejado   🕐 9:32 am

MIAMI BEACH

Tiempo

Idioma

Inicio

LLEGAR   PLAYAS + PARQUES

TIENDA   REFUGIO SEGURO

CONTENT MANAGEMENT

IKE was developed to seamlessly integrate with other informational systems to both receive and distribute data.

- ▶ Accepts content feeds via API integrations and URL feeds
- ▶ Can import files (CSV, iCal, Excel, others) to populate specific applications and directories with information
- ▶ Can aggregate content from other CMS and CRM systems
- ▶ Uses iCalendar sources to create and populate local events
- ▶ Can use social media feeds to populate content
- ▶ Is easily updated through a multi-tenant, easy-to-use Content Management System
- ▶ Content is synced in real time

We believe that content is best managed by the IKE team, with oversight from our partners.

- ▶ Deployed in accordance with the City's goals and strategies
- ▶ Ensures content is fresh and relevant at all times
- ▶ Content services are provided at no cost as part of our service contract

IKE Smart City's robust in-house Content and Creative teams also offer design work to the City as a value-added service.

- ▶ Experienced teams of multi-talented design, print, and scheduling experts
- ▶ Provide quality content that will exceed expectations
- ▶ Our belief in the power of design and our ability to deliver it, set us apart from other media companies
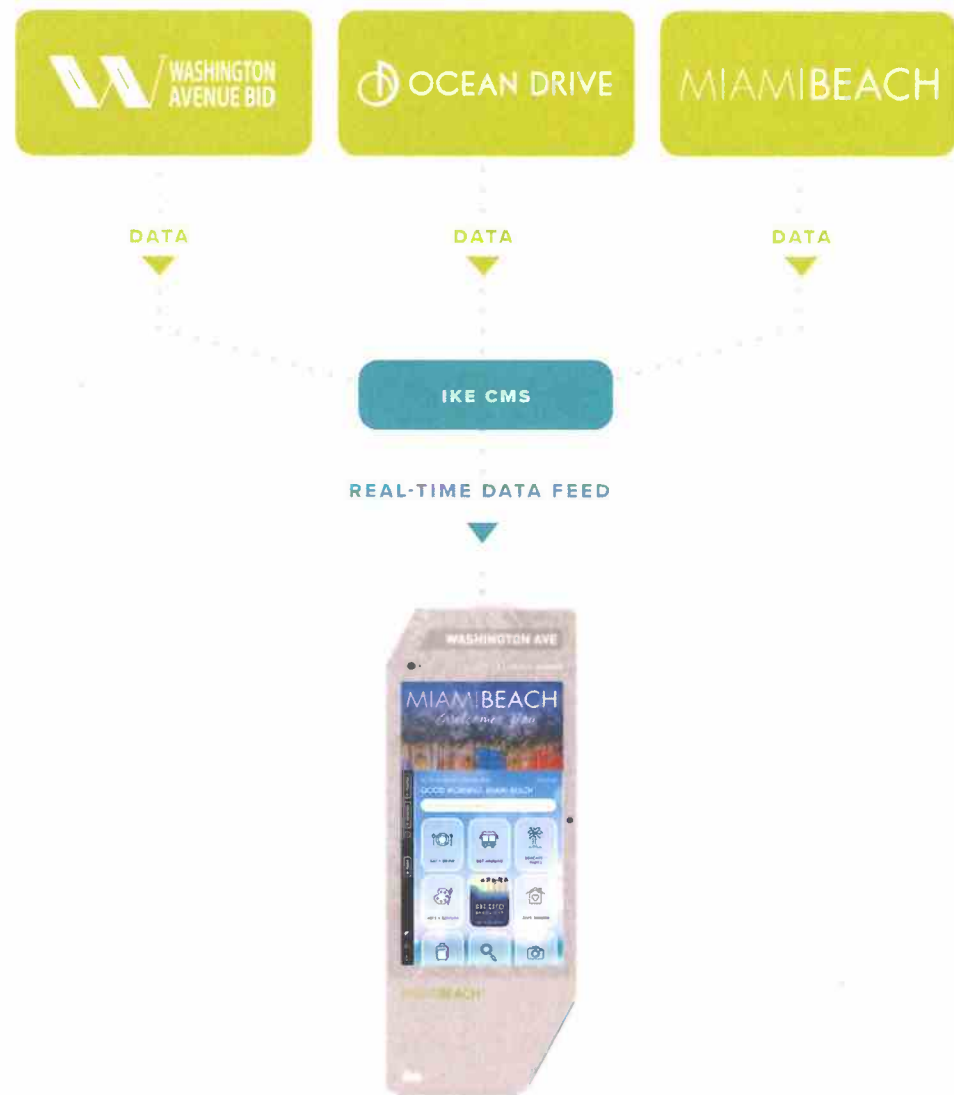
AIR QUALITY MONITORING

IKE Smart City continues to lead the way in air quality features, using cutting-edge technology via a partnership with BreezoMeter.

After testing new air quality monitors in 2020, we developed a partnership with BreezoMeter, a leader in the field of air quality measurement.

Big data and machine learning techniques are at the core of BreezoMeter's technology; sophisticated methods determine the dispersion and flow of air pollution from a combination of layered data sets, derived from sensors, satellites, weather patterns, transportation dynamics, and other environmental sources. Together with proprietary algorithms, these data sets generate air quality data that is accurate down to a street-level resolution.

BreezoMeter's data is integrated into IKE's Content Management System, and city partners have log-in credentials to view reports that can be filtered by kiosk and date.

BreezoMeter's differentiators include:

- Higher accuracy
- Higher resolution
- Wider coverage
- Higher number of reported pollutants

- More details per pollutant
- Highly reliable service
- Better support and advisory services
- Larger number of APIs

SAMPLE REPORT

Visits   Apps   **AQM**   IPAWS   Emergency Calls

Controls

| Start Date	End Date	Account Name	Kiosk Name
2021-02-23 00:00	2021-04-23 00:00	All	All

The overall Air Quality Index (AQI) and each subsequent pollutant index is measured on a scale from 10-100 where 100 is the highest quality air at the given location.

LEGEND:
CO - Carbon monoxide
O3 - Ozone
NO2 - Nitrogen dioxide
PM25 - Fine particulate matter (<2.5μm)
PM10 - Inhalable particulate matter (<10μm)
SO2 - Sulfur dioxide

Average AQI Over Time
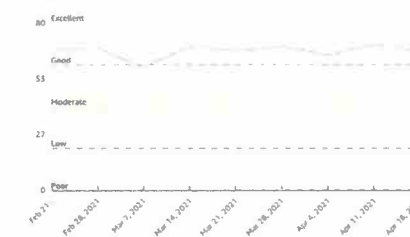
Dominant Pollutant
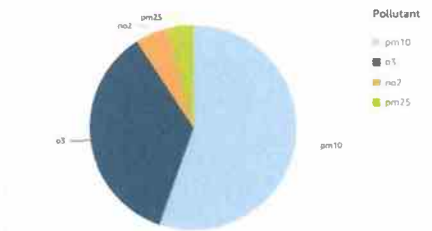
Tabular Summary

Measure Time	Kiosk Name	A...	AQI Summary	c...	o...	n...	pm...	pm...
04/22/2021 12:00 PM EDT	1st St & Market St	64	Good air quality	1...	67	86	64	7.
04/22/2021 12:00 PM EDT	1st St & Vine St	67	Good air quality	1...	67	86	67	7.
04/22/2021 12:00 PM EDT	1st St & Front St	67	Good air quality	1...	67	86	67	7.
04/22/2021 12:00 PM EDT	Vine St & Capitol Ave	64	Good air quality	1...	67	86	64	7'
04/22/2021 12:00 PM EDT	Vine St & Race St	63	Good air quality	1...	67	85	63	7(
04/22/2021 12:00 PM CDT	W Front St & Church St	63	Good air quality	1...	67	85	63	7(
04/22/2021 12:00 PM EDT	W Front St & 2nd St	63	Good air quality	1...	67	85	63	7'
04/22/2021 12:00 PM EDT	S Front St & 2nd St	65	Good air quality	1...	67	83	65	7.
04/22/2021 12:00 PM EDT	Green St & Broadway Ave	67	Good air quality	1...	67	85	71	7.
04/22/2021 12:00 PM EDT	Broadway Ave & Washington St	67	Good air quality	1...	67	86	68	7:
04/22/2021 12:00 PM EDT	Broadway Ave & E Charles	67	Good air quality	1...	67	89	76	7'
04/22/2021 12:00 PM EDT	Broadway Ave & Starr St	67	Good air quality	1...	67	86	69	7.
04/22/2021 12:00 PM EDT	Washington St & Allen Ave	62	Good air quality	1...	67	83	62	7.
04/22/2021 12:00 PM EDT	Washington St & Chester Ave	67	Good air quality	1...	67	86	68	7:
04/22/2021 12:00 PM EDT	Allen Ave & Wing St	67	Good air quality	1...	67	86	68	7(
04/22/2021 12:00 AM EDT	Allen Ave & Bock St	69	Good air quality	1...	69	88	77	8'
04/22/2021 12:00 AM EDT	E Allen Ave & Long St	64	Good air quality	1...	68	89	64	8'
04/22/2021 12:00 AM EDT	E Allen Ave & Short Pl	64	Good air quality	1...	68	89	64	8:

PUBLIC SAFETY

OPTIONAL EMERGENCY CALL SYSTEM

IKE offers an optional Emergency Call System that connects to local emergency services at no extra cost to the City. The platform covers 100% of the cost of cellular and data coverage for each kiosk, including two-way communication for emergency calls. The system consists of the following components:

▶ "Emergency" designation on side panel of kiosk

▶ Backlit emergency call button with two-way speaker on side panel of kiosk

▶ Integrated emergency camera located above the call button

When the emergency call button is pressed, IKE automatically:

▶ Dials 911 and notifies the responding dispatcher of the exact kiosk location

▶ Enables two-way communication between the caller and the dispatcher

▶ Activates the camera above the emergency call button and records video footage of the caller and events

OPTIONAL SECURITY CAMERAS

Two integrated security cameras with a remote DVR system can be added to IKE's configuration at no extra cost to the City. One camera is positioned above the touchscreen on each side of the kiosk and records video footage 24/7.

▶ Access to the DVR system is strictly controlled by IKE Smart City's security protocols and unique log-in credentials

▶ Designated Emergency personnel are required to complete and submit a request form to view the footage

▶ Video footage is permanently deleted from the DVR system after 15 days

OPTIONAL
SECURITY
CAMERA

LINCOLN RD MALL

TOUCH SCREEN

MIAMIBEACH
Welcomes You

EMERGENCY
DESIGNATION

EMERGENCY
CALL-ACTIVATED
CAMERA

CALL BUTTON

TWO-WAY
SPEAKER

SAFETY
LIGHTING

MIAMIBEACH

REAL-TIME WEATHER AND OTHER EMERGENCY MESSAGING

IKE is connected to the Integrated Public Alert & Warning System (IPAWS) All-Hazards feed and automatically checks for alerts every minute so that public safety warnings are displayed in real time without delays.

▶ Warnings to IPAWS are provided by:

- National Oceanic and Atmospheric Administration (NOAA)
- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- Over 1,100 other federal, state, local, tribal, and territorial authorities certified by FEMA to publish alerts via software packages

▶ Alert types include severe weather events and natural disasters, AMBER Alerts, active shooters, and more

▶ Each kiosk checks for new alerts geofenced to the kiosk location and displays these alerts in a highly visible fashion in Passive Mode

▶ In Engaged Mode, IKE displays a pulsating alert button on the toolbar to draw attention to any active alerts and provides a way to view details of all active alerts

CITY OF MIAMI BEACH DEDICATED TIME

IKE Smart City will provide the City of Miami Beach with 12.5% of all advertising time on the kiosks. The City may use allocated time for the promotion of civic content, public service announcements, or other communications. The value of this dedicated time on the screens is projected to be $8,536,740, assuming 15 kiosk locations, over the term of the agreement. Any unsold advertising time will be provided to the City at no cost, when available.

Further, IKE Smart City will provide the City $550,000 in free advertising time annually on its networks of kiosks and signs across the country. This offering will include both IKE kiosks as well as large format signs installed by IKE Smart City's sister company, Orange Barrel Media. Please see markets in which we operate listed below.

▶ New York, NY	▶ Phoenix, AZ	▶ Pittsburgh, PA
▶ Los Angeles, CA	▶ Tampa, FL	▶ Baltimore, MD
▶ Chicago, IL	▶ Detroit, MI	▶ Nashville, TN
▶ Oakland, CA	▶ Denver, CO	▶ San Antonio, TX
▶ Houston, TX	▶ Miami, FL	▶ Columbus, OH
▶ Atlanta, GA	▶ Cleveland, OH	▶ Kansas City, MO
▶ Washington, DC	▶ Charlotte, NC	▶ Cincinnati, OH
▶ Boston, MA	▶ St. Louis, MO	▶ Norfolk, VA

ATLANTA, GA
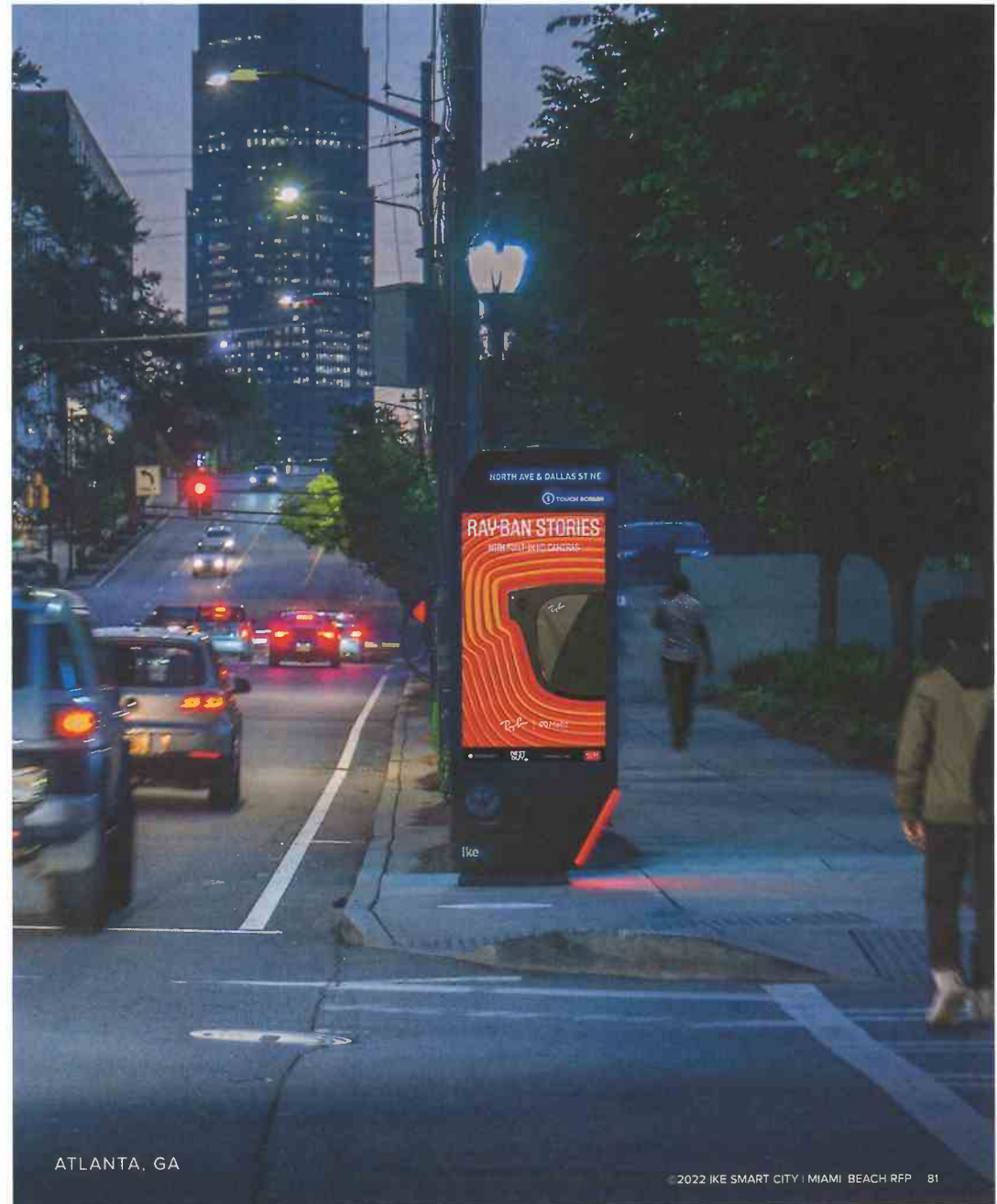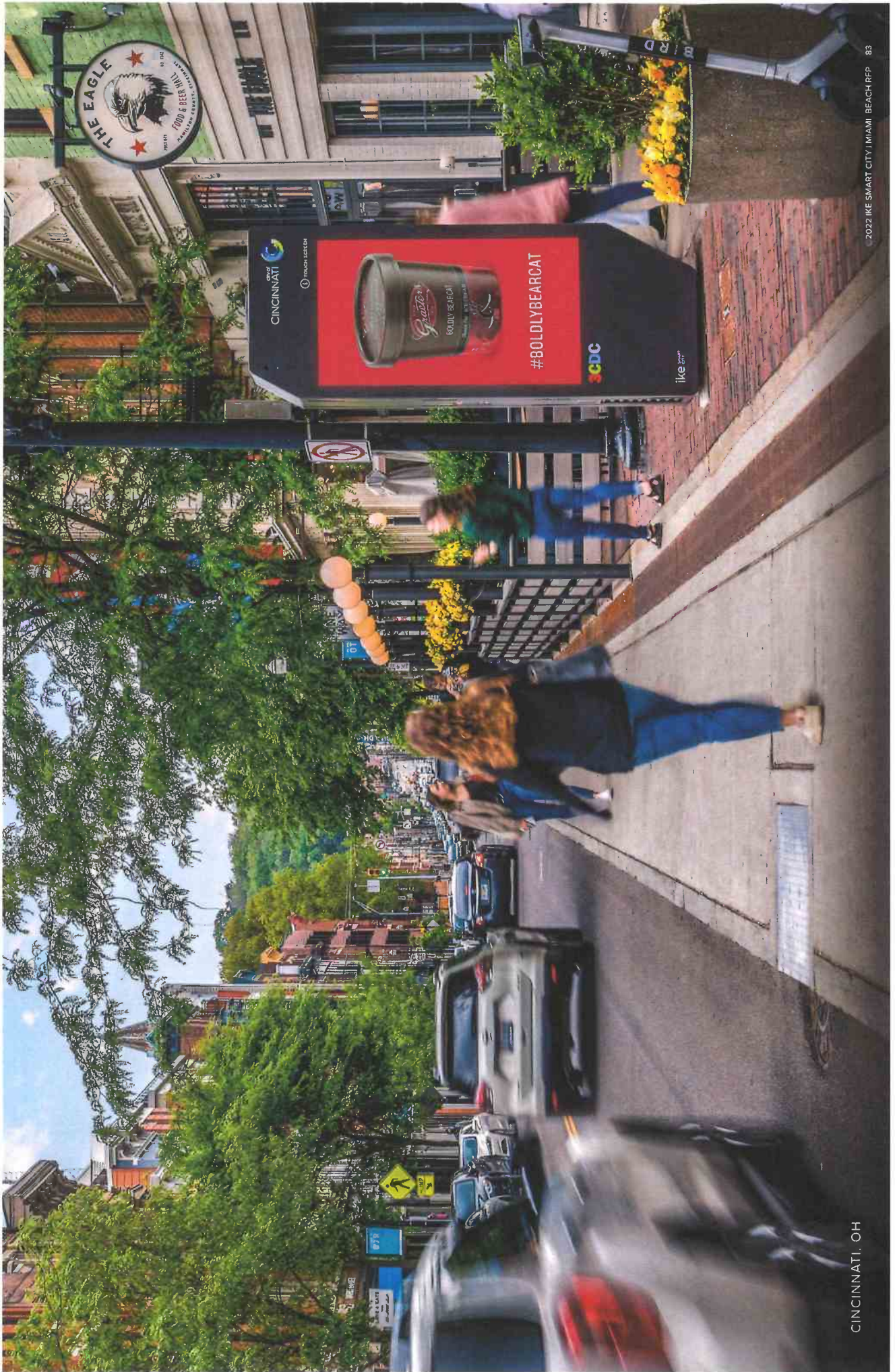
OUR MISSION:

IKE SMART CITY PIONEERS
SMART CITY TECHNOLOGY
TO IMPROVE LIVES IN CITIES.

COMMUNITY INVOLVEMENT

The core tenants of IKE Smart City's media platform are public benefit and social equity, two values we seek to maximize through the formation of public-private partnerships in each of our IKE markets. Working closely with key constituents, we strive to understand near-term needs and long-term goals to deliver programming that contributes beyond an economic return. City priorities and partners in each market vary but examples include the following:

MUNICIPALITIES

We assist city agencies with the widespread deployment of urgent communications such as weather emergencies, active shooters, power outages, transit and traffic alerts, and other important messaging that is critical to public safety.

BUSINESS IMPROVEMENT DISTRICTS

Small and independent businesses define the unique character of urban neighborhoods, and we work closely with Business Improvement Districts to understand how IKE can support their growth.

EDUCATIONAL INSTITUTIONS

IKE partners with educational institutions and local school districts in the communities we serve to develop hands-on opportunities for creative students to learn about careers in media, design, and advertising.

ARTISTS AND ART INSTITUTIONS

We cultivate extensive relationships with art institutions, artists, and independent curators to develop media programs that showcase the work of established and emerging voices in the public realm.

> IKE has renewed the concept of helpful wayfinding and community benefit through an engaging and truly sincere approach. The IKE team understands the advantage of community feedback and collaboration and is constantly improving because of it. Their goal is to not just exist in a city, but to integrate with it.

LUTHER VILLAGOMEZ
CHIEF OPERATING OFFICER
HOUSTON FIRST (GEORGE R. BROWN CONVENTION CENTER)

PUBLIC ART & EXHIBITIONS

IKE Smart City and sister company, Orange Barrel Media, have a longstanding commitment to developing media that supports the production and presentation of public art. Focused on community engagement, Corey Favor and Currecia Gamble work closely with IKE Smart City CEO, Pete Scantland, to lead our art initiatives.

PETE SCANTLAND
Chief Executive Officer

Pete is the founder and CEO of Orange Barrel Media, where he has led the company since its establishment in 2004. Recognizing that the future of this country is in its cities, OBM's pioneering work in urban media has defined the company since its founding. Pete's primary focus today is developing partnerships that benefit the unique needs of the cities in which OBM does business. OBM's unique approach is informed by Pete's lifelong passion for art and design, ensuring a triple-bottom-line objective in each project. Outside of OBM, Pete is a passionate collector and serves as a Trustee at both the Columbus Museum of Art and the Wexner Center for the Arts.

COREY FAVOR
Senior Director of Community Engagement, Talent & Culture

Corey brings over 20 years of experience in art direction, business development, and community engagement to his role leading OBM's public benefit and art initiatives by establishing and expanding partnerships and programs to maximize the positive impact of our media platform. Corey also leads recruitment and culture initiatives to ensure top talent are selected, engaged, and supported in their roles. He is a member and serves on the boards of several arts and community organizations, including Columbus College of Art and Design.

CURRECIA GAMBLE
Director of Community Engagement & Partnerships

Currecia brings over 10 years non-profit experience to her role where she strengthens relationships with local nonprofits to expand partnerships and programs across all our markets. Her background in communications, marketing, and community relations have successfully helped organizations grow their footprint, execute outreach & engagement campaigns, and increase brand recognition. She serves in various organizations throughout the community.

We maintain key relationships with both internationally recognized and local artists, as well as museums and art institutions. These partnerships result in the expansion of art into highly visible public spaces where it can reach broader and more diverse audiences.

Collaborations across the country include work with art curators and organizations such as:

- Pérez Art Museum Miami
- ICA Boston
- Hirshhorn Smithsonian
- Larry Ossei-Mensah
- For Freedoms
- MCA Denver

- Diana Nawi
- Wexner Center for the Arts
- Living Walls
- The Propeller Group
- The Hammer Museum
- MOCA Los Angeles

and artists such as:

- Jenny Holzer
- Ann Hamilton
- Barbara Kruger
- Hank Willis Thomas
- Nari Ward
- Nick Cave
- Cornelius Tulloch

- Genevieve Gaignard
- Carrie Mae Weems
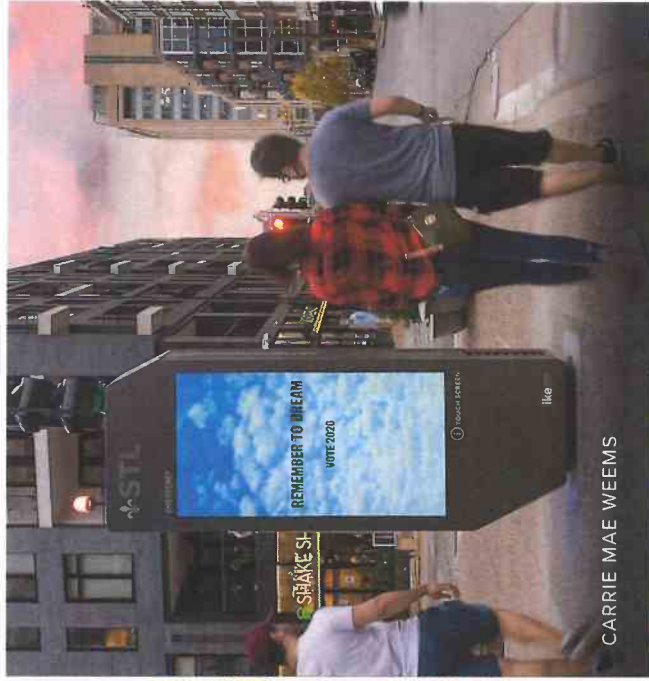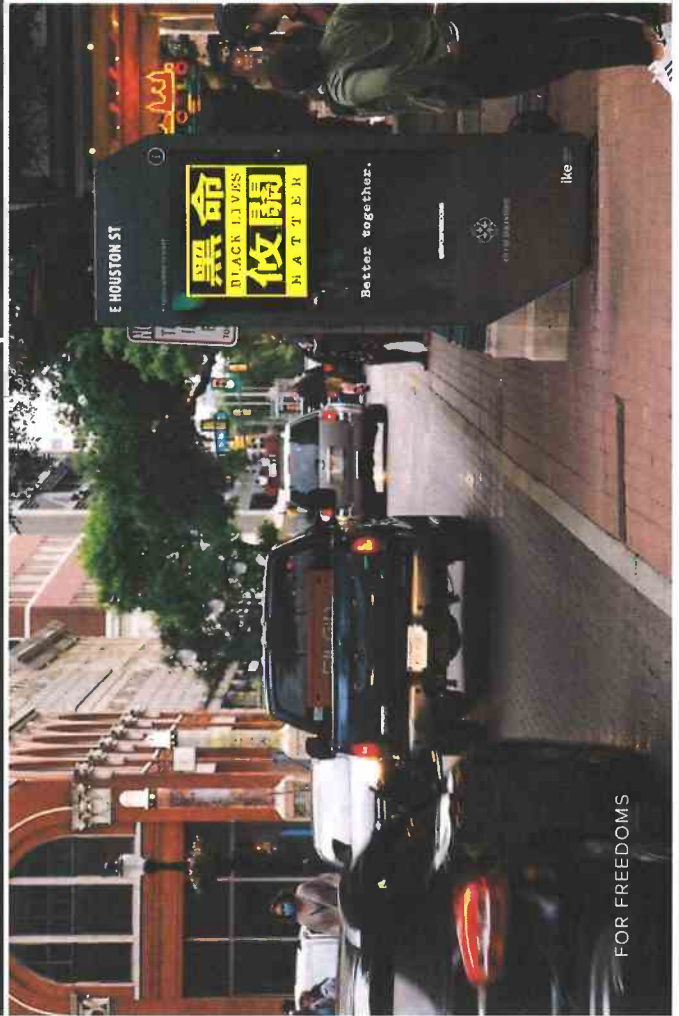- Tomashi Jackson
- Jeffrey Gibson
- Gerald Lovell
- Mikael Owunna

CARRIE MAE WEEMS

REI RAMIREZ

SOPHIE FISHER

MIKE MCCONNELL

FOR FREEDOMS

SHORT NORTH
ARTS DISTRICT
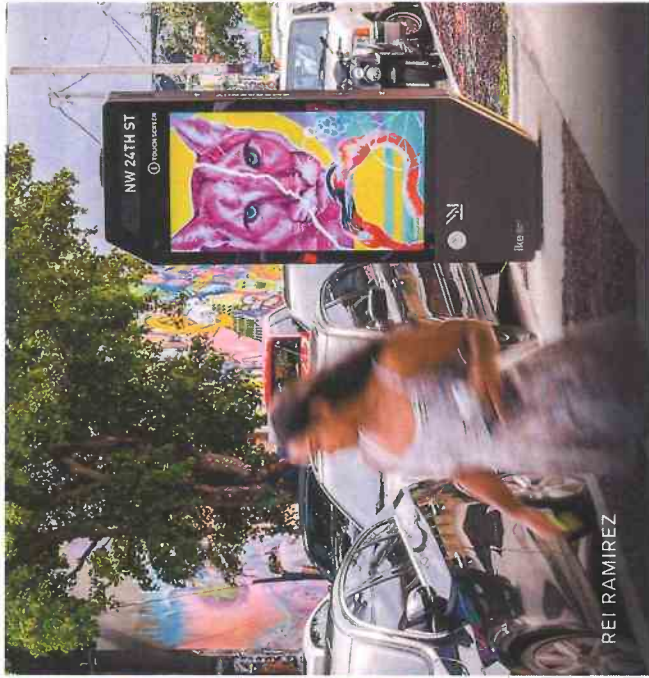
COLUMBUS, OH
ARTIST: LISA MCLYMONT

MIAMI ART PARTNERSHIPS

The IKE kiosks in Miami regularly exhibit new projects by local and international artists in collaboration with some of Miami's most recognized cultural organizations. A launch project with the iconic Wynwood Walls features the commissioned works of Miami-based artists such as Baghead, Golden 305, Nico, and Rei Ramirez. IKE has also partnered with Pérez Art Museum Miami (PAMM) to promote its exhibitions through advertising and feature art from its permanent collection and exhibition program.

The work of Italian artist Marco Brambilla, best known for his mesmerizing, intricate video collages, was shown throughout the summer and fall of 2021, in conjunction with his exhibition, *Heaven's Gate*, which opened at PAMM on June 17, 2021. Other exciting partnerships are in development, including a collaboration with Miami-based Fringe Projects, an agency that commissions experimental public art.

NICO

EILEEN SEITZ

PEREZ ART MUSEUM MIAMI

BAGHEAD

LOCAL BUSINESS SUPPORT

The IKE platform provides small and independent businesses, as well as area non-profits, with significant free and discounted promotional opportunities. **In addition, IKE Smart City often creates special initiatives to further support the local business community.**

FREE DIRECTORY LISTINGS AND DESTINATION MAPPING

▶ Each business receives a directory card that includes address, hours, phone number, description, photos, ratings, and reviews

▶ Integrated wayfinding tools make getting to the destination easy with mapping, step-by-step directions, transit options, and a mobile handoff feature

▶ IKE Directory listings are proximity-based according to distance from the kiosk, and paid placement is not allowed

#FINDITLOCAL ADVERTISING PACKAGE

▶ This program offers small businesses and organizations discounted rates for ad space on IKE

▶ The 12-week package includes:
  - A 10-second ad displayed 15x per hour
  - Logo inclusion on an IKE-branded ad that reads "Show up. Support. Shop Local."

COVID-19 #SUPPORTSLOCAL INITIATIVE

▶ When the country shut down and businesses were forced to close their doors to the public, we created #SUPPORTSLOCAL to provide them with free time on our digital screens

▶ We implemented a dedicated email address for requests and promoted the initiative, through area BIDs, PR, social media, and our websites

▶ As a result, dozens of businesses and non-profits struggling to survive the pandemic were able to drive awareness of such things as local delivery, online ordering, and virtual programming
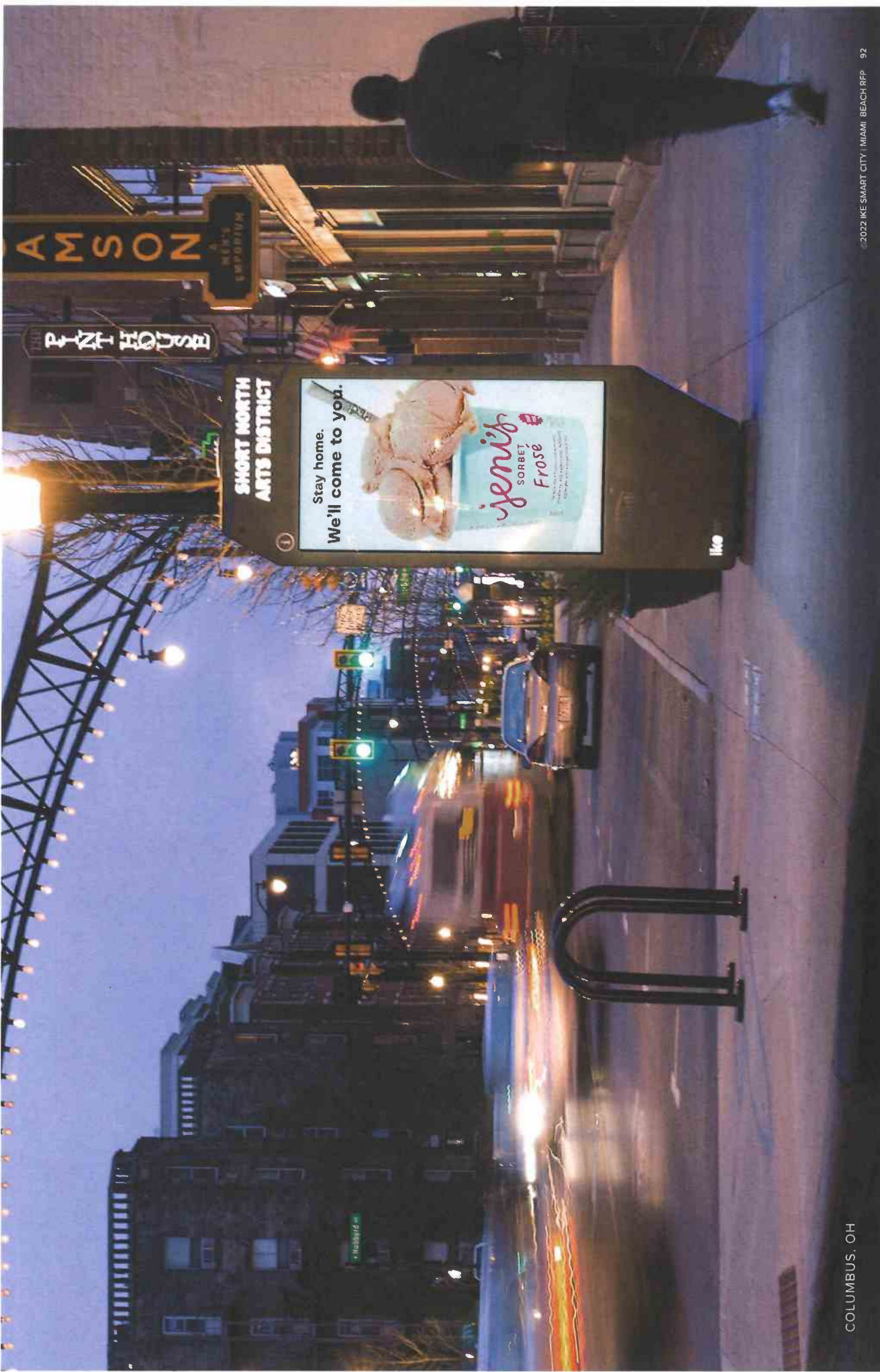
TEMPE, AZ

COLUMBUS, OH

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FEDERAL HILL

BALTIMORE IS *filling the gaps*

ONGOING PLATFORM INNOVATIONS

Rather than outsourcing work, IKE Smart City employs a full-time, in-house Product and Software Engineering team that is 100% dedicated to keeping IKE on the cutting edge of technology. Their collective experience spans diverse business segments and platforms which informs more innovative results. Singular focus allows us to work proactively, react quickly, and easily pivot as new opportunities arise.

GRAHAM CONZETT
Director of Technology

KEVIN HOLLAND
Senior Software Engineer

CARSON DENTINGER
Software Developer

CHRISTOPHER MILES
Software Developer

RYAN HEINLEIN
Site Reliability Engineer

MICHAEL GEE
Engineering Manager

DANIEL MERRITT
Director of Analytics

PRACTICES

- Daily ideating and collaboration
- Thorough research on new trends and technologies
- Innovation mapping
- Detailed change logs
- User experience and interface (UX-UI) testing
- Remote bi-monthly release of software modifications and updates
- Ongoing implementation of new features

IKE Smart City's differentiating approach has resulted in advanced features, a superior user experience, and the flexibility to deliver on the unique needs of our city partners in exciting new ways. Our ongoing investment in the continuous evolution of the IKE platform ensures that the kiosk network will stay relevant and engaging throughout the term of the contract.

RECENT INNOVATIONS & UPGRADES

- Support for EKM smart power meters
- E911 call metrics through IKE's Content Management System (CMS)
- Partnership with BreezoMeter for more comprehensive air quality data
- Air quality indicator and UV index added to home screen
- Scooter information added to Get Around application
- Partnership with Transit for enhanced wayfinding
- New Featured Content capability in Directory applications
- iCalendar feed for Events Application
- Enhanced Photo Booth application with stickers and filters
- Poster application updated to enable scrollable content and mobile transfer
- New CMS functionality to streamline content deployment
- Partnership with National Federation of the Blind for new accessibility features

SMART MOBILITY HUBS

As the winner of the USDOT Smart City Challenge, the City of Columbus developed smart city solutions to urban challenges. **In response to transportation challenges in cities, IKE Smart City partnered with Smart Columbus to deploy a Mobility Hub pilot program in 2020.** Mobility Hubs are a configurable transit amenity that increase access to first/last mile solutions and help to organize the streets from haphazard placement of the vehicles by centralizing them in designated places.

IKE serves as the agnostic centerpiece of the Mobility Hubs, providing real-time public transit information, a multimodal trip-planning application, scooter docking and charging stations, and other transit services from shared mobility providers.

Mobility Hubs consist of a flexible kit of parts that can be adapted per location to include elements such as bike share docks, personal bike racks, car share parking, and electric vehicle charging stations. In addition to providing scooter docking and charging that accommodate all brands of scooters, IKE Smart City is leveraging IKE's technology to provide on-street EV charging in 2022.

IKE is a critical component of our Smart City transportation plan, providing visibility and information for all transportation options in our city, and improving mobility across the economic spectrum.

JORDAN DAVIS
DIRECTOR, SMART COLUMBUS

TRANSPORTATION CHALLENGES

SMART CITY SOLUTIONS

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ON-STREET EV CHARGING

IKE Smart City is currently working with several city partners on deploying electric vehicle charging programs alongside existing kiosk networks and is anticipating launching our first electric vehicle charging programs this year.

IDEAL EV CHARGING SITES

Densely populated and equitable locations overlap with our current and planned on-street sites.

BRAND AGNOSTIC CHARGING

EV and scooter chargers are brand agnostic, enabling future-proof installations.

EV PARKING INCENTIVES

- ▶ No disruption to local parking
- ▶ No fee for charging session
- ▶ One-payment system for parking

PROVEN ON-STREET EXPERTISE

IKE Smart City's expertise working in the public right-of-way eliminates the most time-consuming aspects of deployment.

EXPEDITED NETWORK ROLLOUT

EV construction and operational costs could be reduced by approximately 50% when shared with IKE deployments.

NO INVESTMENT FROM THE CITY

All construction and ongoing management is provided by IKE Smart City using existing electrical infrastructure.

4 TERM AND REVENUE PROPOSAL

CONTRACT TERM

IKE Smart City requests a 10-year initial term with one 10-year automatic renewal term if performance criteria (as defined by the City) are met. This will not only protect the City, but also will allow IKE Smart City to offer a best-in-class kiosk program, maximize revenue to the City, and underwrite our investment.

Included below are examples of performance criteria from other cities where IKE operates:

▶ IKE Smart City shall have deployed monthly updates to the operating software of the IKE kiosks

▶ IKE Smart City has met all maintenance obligations

▶ IKE Smart City has provided electronic monitoring for each IKE kiosk 24 hours per day/7 days per week, to ensure that all software is operable and shall have remedied any interruptions or malfunctions in the software as soon as reasonably practicable

▶ IKE Smart City has replaced any hardware components or internal networking components as needed

▶ IKE Smart City is not in default of Revenue Share obligations

▶ IKE Smart City has kept the content on the kiosks up-to-date and relevant pursuant to a plan developed with the City

PROPOSAL

FINANCIAL BENEFITS

IKE Smart City would place 15 kiosks at mutually agreed-upon locations within the City of Miami Beach. After demonstrating the success of the program, IKE Smart City would work with the City to expand the program. We believe that the City of Miami Beach could support up to 50 kiosk locations across North Beach, Mid Beach, and South Beach.

IKE Smart City will manufacture, install, operate, and maintain all kiosks at no cost to the City.

IKE Smart City would pay to the City of Miami Beach the greater of:

▶ 40% of Gross Advertising Revenues, or

▶ $20,000 per kiosk in year one, increasing at 2% every year thereafter

  • The average annual revenue share to the City, assuming 15 kiosk locations, is projected to be $1,365,878

 • The total revenue share to the City, assuming 15 kiosk locations, is projected to be $27,317,569

If 50 kiosks were installed, the average annual revenue share to the City is projected to be $4,552,928 and total revenue share to the City is projected to be $91,058,564.

Further, IKE Smart City would provide a $1,000,000 non-refundable advance payment to the City, to be used as a credit towards future revenue share payments. This prepayment will be deposited into an escrow account on the date of City Commission's approval of award and will be released to the City once Commission approves and entitles a 15-kiosk network.

CIVIC BENEFITS

IKE Smart City will provide the City of Miami Beach with 12.5% of all advertising time to be used by the City for the promotion of civic content, public service announcements, or other communications. The value of this dedicated time on the screens is projected to be $8,536,740, assuming 15 kiosk locations, over the term of the agreement. Any unsold advertising time will be provided to the City at no cost, when available.

Further, IKE Smart City will provide the City $550,000 in free advertising time annually on its network of kiosks and large-format signs across the country, to attract visitors to Miami Beach.
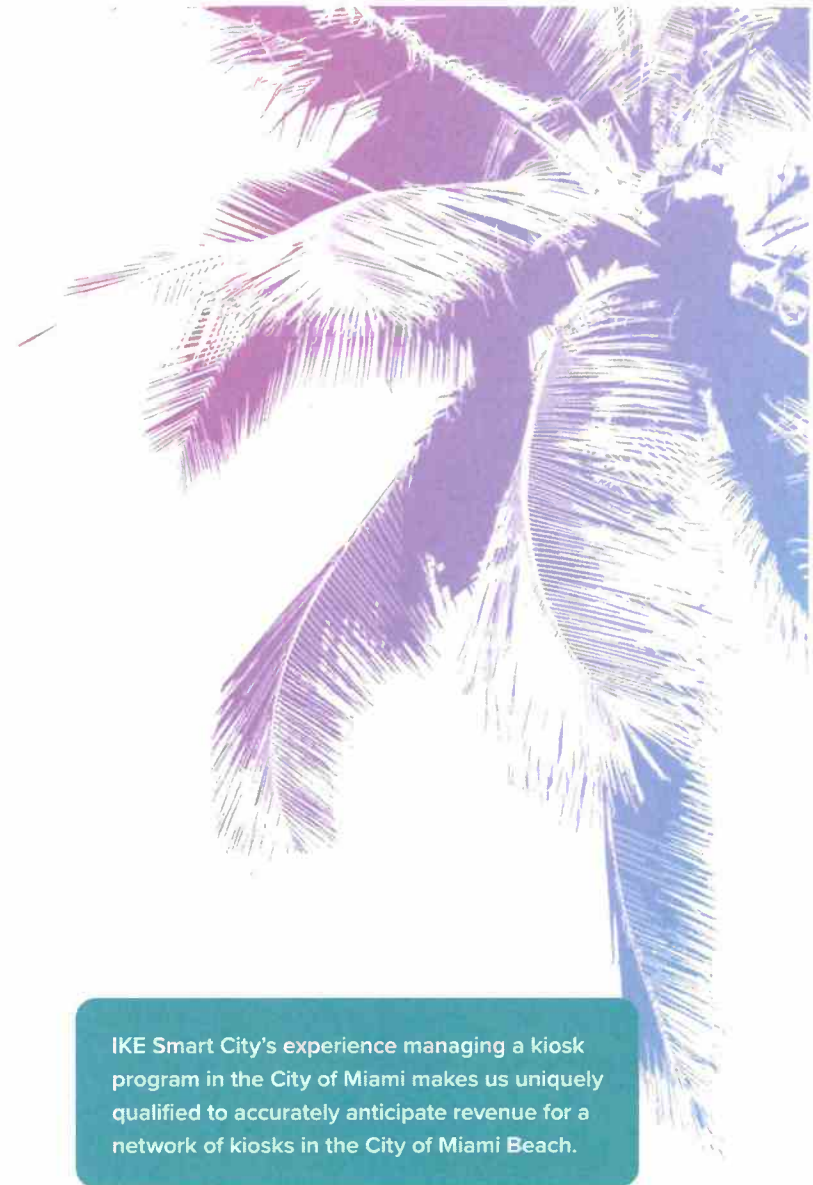
IKE Smart City's experience managing a kiosk program in the City of Miami makes us uniquely qualified to accurately anticipate revenue for a network of kiosks in the City of Miami Beach.

PRO FORMA

	Prepayment	Lease Term									
Year	0	1	2	3	4	5	6	7	8	9	10
Gross Revenues											
Miami Beach IKE Network (15 Units)		$ 1,921,920.00	$ 2,262,374.40	$ 2,738,038.62	$ 2,820,179.78	$ 2,904,785.17	$ 2,991,928.72	$ 3,081,686.59	$ 3,174,137.18	$ 3,269,361.30	$ 3,367,442.14
Total Gross Revenues		$ 1,921,920.00	$ 2,262,374.40	$ 2,738,038.62	$ 2,820,179.78	$ 2,904,785.17	$ 2,991,928.72	$ 3,081,686.59	$ 3,174,137.18	$ 3,269,361.30	$ 3,367,442.14
Revenue Share											
IKE $1MM Prepayment/Reimbursement	$1,000,000.00	$ (468,768.00)	$ (531,232.00)	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Minimum Annual Guarantee (MAG)		300,000.00	306,000.00	312,120.00	318,362.40	324,729.65	331,224.24	337,848.73	344,605.70	351,497.81	358,527.77
Percentage Revenue Share		468,768.00	598,949.76	783,095.45	809,709.51	837,184.42	865,547.25	894,825.91	925,049.17	956,246.71	988,449.08
Total Revenue Share to City of Miami Beach	$1,000,000.00	$ -	$ 67,717.76	$ 1,095,215.45	$ 1,128,071.91	$ 1,161,914.07	$ 1,196,771.49	$ 1,232,674.63	$ 1,269,654.87	$ 1,307,744.52	$ 1,346,976.86

	Lease Term									
Year	11	12	13	14	15	16	17	18	19	20
Gross Revenues										
Miami Beach IKE Network (15 Units)	$ 3,468,465.40	$ 3,572,519.36	$ 3,679,694.95	$ 3,790,085.79	$ 3,903,788.37	$ 4,020,902.02	$ 4,141,529.08	$ 4,265,774.95	$ 4,393,748.20	$ 4,525,560.65
Total Gross Revenues	$ 3,468,465.40	$ 3,572,519.36	$ 3,679,694.95	$ 3,790,085.79	$ 3,903,788.37	$ 4,020,902.02	$ 4,141,529.08	$ 4,265,774.95	$ 4,393,748.20	$ 4,525,560.65
Revenue Share										
IKE $1MM Prepayment/Reimbursement	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Minimum Annual Guarantee (MAG)	365,698.33	373,012.29	380,472.54	388,081.99	395,843.63	403,760.50	411,835.71	420,072.43	428,473.87	437,043.35
Percentage Revenue Share	1,021,687.83	1,055,995.45	1,091,405.44	1,127,952.33	1,165,671.72	1,204,600.31	1,244,775.92	1,286,237.55	1,329,025.41	1,373,180.91
Total Revenue Share to City of Miami Beach	$ 1,387,386.16	$ 1,429,007.75	$ 1,471,877.98	$ 1,516,034.32	$ 1,561,515.35	$ 1,608,360.81	$ 1,656,611.63	$ 1,706,309.98	$ 1,757,499.28	$ 1,810,224.26

FINANCIAL STABILITY

IKE Smart City is financially equipped to provide a turnkey kiosk network to the City of Miami Beach at no cost or risk to the City. **We are financially responsible for live IKE networks in 15 major cities across the country and do not rely on our city partners for any financial assistance.**

- ▶ We have never defaulted on our contractual commitments or delivery of revenues to our city partners

- ▶ We have a proven track record executing and operating IKE networks nationwide

- ▶ We have cash on our balance sheet in excess of what would be required for a deployment of IKE kiosks in the City of Miami Beach

- ▶ We are supported by an 18-year-old media company with successful operations in the largest media markets in the United States, including Los Angeles, New York, Chicago, Boston, Atlanta, and Washington D.C.

FINANCIAL DOCUMENTATION

Enclosed on the following page is a letter from First Merchants Bank, indicating that this project is well within IKE Smart City's existing capacity based on our current funding availability and ongoing operation cash flows generated by our existing operations.

If the City desires a more detailed review of IKE Smart City's financials, we are happy to arrange a detailed discussion between the City and our bank or provide additional documentation.

We have completed the Dun & Bradstreet analysis and are prepared to submit a Supplier Qualification Report directly to the City upon request, per the City's clarification about this item on 7/13/22.

FINANCIAL STABILITY (CONT.)

First Merchants Bank

3650 OLENTANGY RIVER RD STE 100 | COLUMBUS, OH 43214
PHONE: 614.583.2200 | FAX: 614.583.2201

July 13, 2022

Kristy Bada, Contracting Officer III, Lead (Procurement Officer)
City of Miami Beach Procurement Department
1755 Meridian Avenue, 3rd Floor
Miami Beach, FL 33139

Re: Financial Information for the City of Miami Beach – IKE Smart City

Dear Ms. Bada:

It has come to our attention that IKE Smart City, LLC (IKE) is responding to a request for proposal for the Design, Manuf., Install, Operate, and Maintain Interactive Digital Media Kiosks for the City of Miami Beach. We are aware that this project requires a significant amount of initial capital expenditures, as well as various start-up and operational expenses – including a fixed rent expenditure.

Based on my conversations with IKE Smart City, this is an outline of the various capital requirements:

1) Initial Capital Expenditures: $1,575,000
2) Prepayment of Rent: $1,000,000
3) First Year Guaranteed Rent: $300,000
4) Variable operating expenses: $805,007

Based on our review of this project, IKE's current funding availability, and the ongoing operating cash flows generated by their existing operations we feel that this project is well within their existing capacity. Additionally, the overall size of this project appears to be consistent with the scope of their historical capabilities and the company has cash-on-hand far in excess of the capital requirements for the project.

Please understand that this letter of endorsement does not represent a commitment, nor an intent, to provide specific funding for this project. However, it is intended to express our current satisfaction with the existing relationship between IKE and First Merchants, and our opinion as to their financial capacity to complete the project as described to us.

If you should have any questions concerning this matter, please do not hesitate to contact me at (614)583-2170.

Sincerely,

T. Todd Fulton
First Vice President
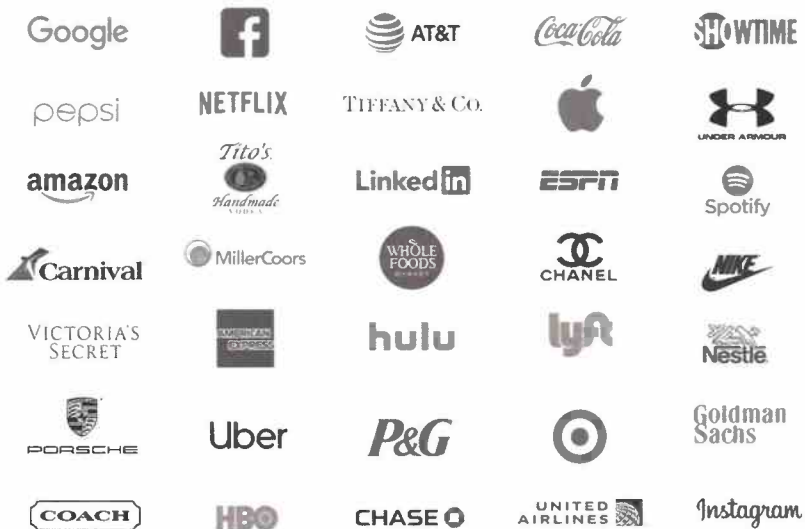
FIRST MERCHANTS BANK

WWW.FIRSTMERCHANTS.COM

MEDIA SALES

The team behind IKE Smart City has been profitably operating media assets in markets across the U.S. since 2004. Our Media Sales team has decades of collective experience and focuses on best-in-class customer-centric service.

Media buyers from the largest national agencies, including Rapport, Kinetic Worldwide, Outdoor Media Group, Publicis Media Group, and Horizon Media seek out our inventory based on our ability to deliver value to their clients.

Integral to our success are the strong relationships we have built with blue-chip national advertisers — strong relationships that are required in order to successfully fill premium spaces with quality and impactful campaigns.

Examples of the brands we work with include:

Google · Facebook · AT&T · Coca-Cola · SHOWTIME

pepsi · NETFLIX · TIFFANY & CO. · Apple · UNDER ARMOUR

amazon · Tito's Handmade · Linked in · ESPN · Spotify

Carnival · MillerCoors · WHOLE FOODS · CHANEL · NIKE

VICTORIA'S SECRET · AMERICAN EXPRESS · hulu · lyft · Nestlé

PORSCHE · Uber · P&G · Target · Goldman Sachs

COACH · HBO · CHASE · UNITED AIRLINES · Instagram

ST. LOUIS, MO

ADVERTISING GUIDELINES

Our Sales team is adept at tasteful advertising copy and imagery. We adhere to all local advertising restrictions and always work directly with our city partners to form mutually agreed-upon advertising restrictions.

IKE Smart City will not advertise anything that:

- Is contrary to any law, ordinance, rule or regulation of any applicable governmental authority

- Promotes or advertises unlawful or illegal goods, services, or activities

- Promotes or advertises tobacco or tobacco-related products

- Promotes or advertises firearms

- Promotes or advertises sexual services, programs, or products

- Promotes or advertises political candidates or political issues

- Promotes or advertises a competing brand of non-alcoholic beverage to the City's pouring rights provider

- Promotes or advertises alcoholic beverages within 250 feet of any school, day care, or house of worship

Our Sales team has experience navigating content restrictions with city partners. **IKE Smart City will work directly with the City of Miami Beach to establish a mutually agreed-upon content restriction list.**
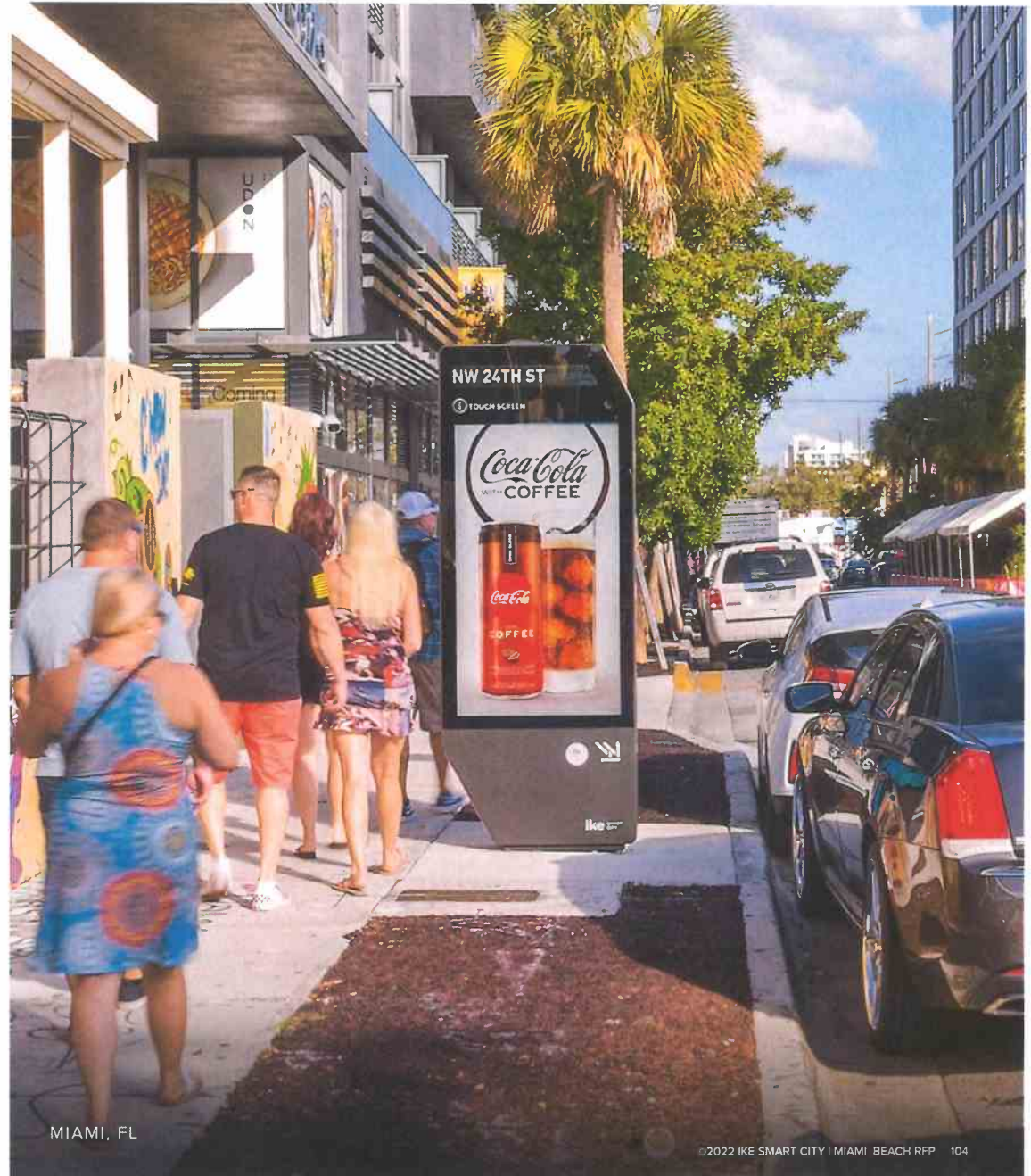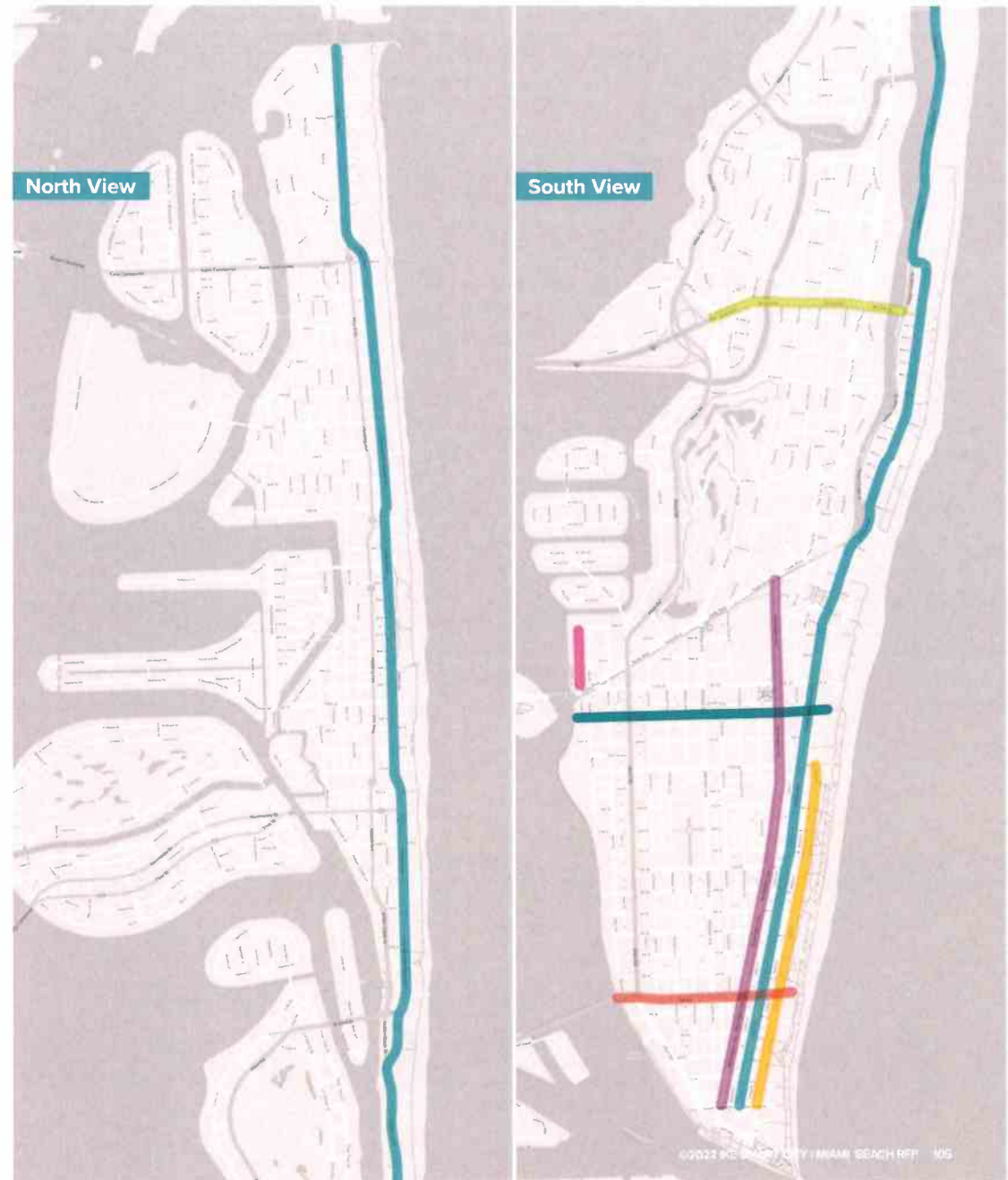
MIAMI, FL
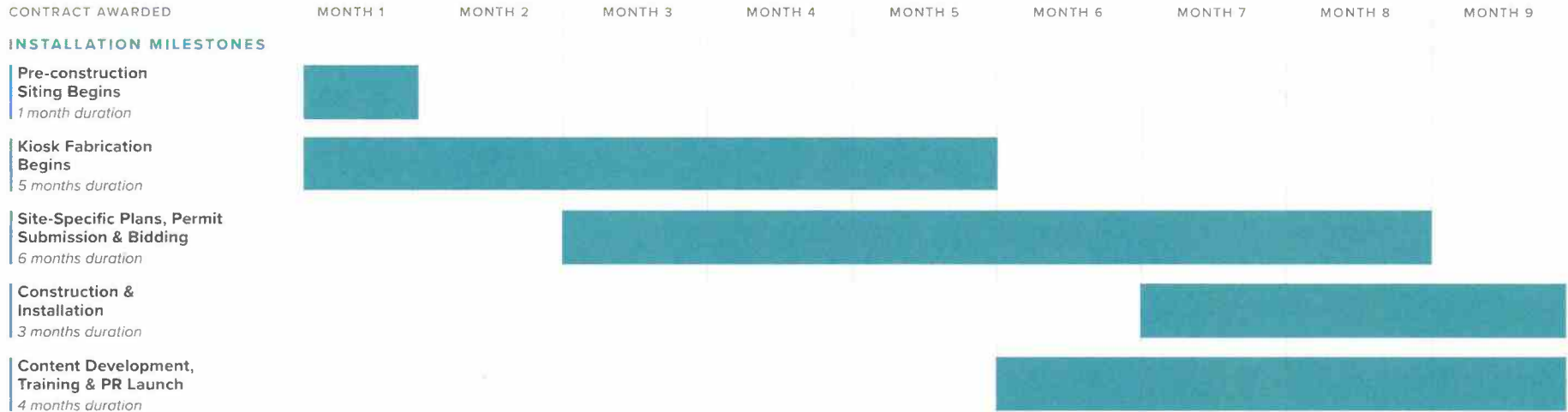
MIAMI BEACH PROPOSED LOCATIONS (15)

IKE Smart City recommends a deployment of 15 kiosks throughout seven key commercial corridors. We plan to install in phases of approximately 5 kiosks and will work with the City and stakeholder groups to identify which kiosk locations are priority. The allocations, as well as the final kiosk locations, would be determined in partnership between IKE Smart City, the City, and the applicable neighborhood groups.

After demonstrating the success of the program, IKE Smart City would work with the City to determine whether expansion of the network would help better serve the community.

Where possible, IKE Smart City will replace the static wayfinding signage throughout the City with IKE kiosks to reduce clutter on the sidewalks.

North View

South View

IMPLEMENTATION SCHEDULE

CONTRACT AWARDED	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9

INSTALLATION MILESTONES

Pre-construction Siting Begins
1 month duration

Kiosk Fabrication Begins
5 months duration

Site-Specific Plans, Permit Submission & Bidding
6 months duration

Construction & Installation
3 months duration

Content Development, Training & PR Launch
4 months duration

INSTALLATION STEPS

Pre-construction Siting Begins
- Identify Preferred Locations in Partnership with the City
- Meetings with Key Stakeholders
- Preliminary Meeting with Permitting Stakeholders to Introduce the Project

Kiosk Fabrication Begins
- Acquire Components
- Fabrication
- Shipping

Site-Specific Plans, Permit Submission & Bidding
- Site-Specific Due Diligence
- Site Surveys
- Prepare Permit Set Plans
- Permitting Begins
- Identify Potential Contractors
- Send Plans Out for Bid
- Select Construction Partner

Construction & Installation
- Contractor Pulls Permits & Posts Bonds
- Construction (Trenching, Electrical, Foundation, Restorative work)
- Complete Inspections
- Activate Power
- Kiosk Install
- Commissioning/Testing

Content Development, Training & PR Launch
- Exploratory Discussion with the City
- Content & Implementation Planning
- Content Plan Reviews, Approvals & Content Plan Finalization
- Features Buildout & Programming Software
- Data Population, Migration & Content Load
- Bug Testing, Fixes, Beta Testing, Optimizations
- Training City Personnel on Processes & System
- Establishment of Advertising Contracts
- Plan Ribbon Cutting Ceremony
- Finalize Press Release & Confirm Media Strategy
- Go Live*

Operations & Maintenance
Ongoing for Term of Contract
- Regular Kiosk Cleaning
- Onsite & Remote System Operations Monitoring
- Kiosk Troubleshooting & Repairs
- Hardware & Software Upgrades
- Content Management & Updates
- Data Analytics & Reports
- Advertising Sales & Implementation

'This timeline assumes a 30-day permitting timeline and no construction moratoriums.

A FINAL WORD

IKE Smart City is uniquely positioned to partner with the City of Miami Beach to support its placemaking initiatives and enrich local communities through innovative smart city technology. Our objective is to drive discovery, mobility, and equity, while also providing an economic return for the City. We hope the enclosed information has demonstrated our differentiators and superior value proposition. Many thanks for taking the time to review our materials.

CUSTOMIZABLE PLATFORM

The flexibility of IKE's design and software allows the City of Miami Beach to customize the platform to create a hyper-local kiosk experience that reflects the City's unique characteristics and brand identity.

INDUSTRY LEADER

We have been operating IKE networks since 2015 with great success. Cities across the nation have selected us as their preferred kiosk and endorsed our product and team as superior to the competition.

STAFFED TO SUCCEED

Our vertically integrated team is comprised of skilled contributors from each discipline led by experienced Project Mangers. Our investment in full-time resources ensures the City will receive a seamless turnkey program.

COMMITMENT TO ART & COMMUNITY PROGRAMMING

Using our media platform to support community initiatives and extend the reach of public art is at the core of our mission, and we would continue those efforts in the City of Miami Beach.

CONTINUOUS INNOVATION

Keeping IKE relevant requires ongoing research and innovation. Employing dedicated Product and Software teams with a singular focus on the platform versus outsourcing the work is critical to success.

FINANCIAL STABILITY

We are equipped with the capital required to deliver a best-in-class kiosk network without sacrificing quality and our Advertising Sales team has decades of experience that will support delivery of contracted revenue.

Thank You

PETE SCANTLAND
Chief Executive Officer

250 N. Hartford Ave.
Columbus, OH 43222
T: 614 205 9108
pscantland@IKEsmartcity.com

JIBRAN SHERMOHAMMED
*Vice President of Development
and Corporate Counsel*

1175 Peachtree St NE
10th Floor, Suite 1000
Atlanta, GA 30361
T: 770 714 9174
jibran@IKEsmartcity.com

ANNA BAERMAN
Development Director

250 N. Hartford Ave.
Columbus, OH 43222
T: 216 338 8152
abaerman@IKEsmartcity.com

MARISSA CRUDELE
Development Manager

250 N. Hartford Ave.
Columbus, OH 43222
T: 512 214 7496
mcrudele@IKEsmartcity.com

iKe SMART CITY

IKEsmartcity.com

ATTACHMENT D

AFFIDAVIT OF TRADE SECRET CERTIFICATION

STATE OF FLORIDA

COUNTY OF PALM BEACH

I, the undersigned, being first duly sworn, do hereby state under oath and under penalty of perjury that the following facts are true:

1. I am over the age of eighteen and am a resident of the State of Florida. I have personal knowledge of the facts herein, and, if called as a witness, could testify competently thereto.

2. I am the CMO of Smart City Media, a New York LLC, whose principal address is 5141 Nesconset Rd, Suite 1012, Port Jefferson Station, NY 11777.

3. My Company considers the information contained in the document(s) entitled (provide description of the information) marked as Tab 3, Technology and Services (comprised of a total of 7 pages) a trade secret under applicable law for the following reasons: This section contains value added revenue generation programs that are "unique" to the requests for this RFP and have highly confidential revenue projections associated with the programs.

[Please explain in detail the specific element(s) or provision(s) of Florida Statutes that render the document(s) as being entitled to trade secret protection, including authority for conferring trade secret protection to documents that (1) are not marked or identified in any way as containing confidential trade secret information; (2) appear to have been disclosed to the public entity and general contractor without being marked as such; and (3) include information routinely provided by contractors to public entities without any assertions of trade secrets.]

4. My Company has taken measures to prevent the disclosure of the information contained in Tab 4, Section 4.2, Term and Revenue Proposal (comprised of 7 pages) to anyone other than those who have been selected to have access for limited purposes, and [I intend/my company intends] to continue to take such measures. **[Please explain such efforts in light of comments above in Section 3.]** Our financial projections are proprietary to Smart City Media and should not be discussed or disclosed to any entities other than those who evaluate the RFP submission.

5. My Company considers the information contained in Tab 1, Section 1.1 Cover Letter (comprised of 1 page) to have value and provides an advantage or an opportunity to obtain an advantage over those who do not know or use it. This page highlights the company's Revenue Forecast to the City.

6. All of the information in Exhibit _____ contained is not publicly available elsewhere and/or has not been reasonably obtainable without My Company's consent by other persons by use of legitimate means.

7. I am the person for the City of Miami Beach, Florida to contact in the event a challenge to any information contained in this Affidavit is received.

Executed on this 26th day of August in Palm Beach County, FL

Affiant- Full Name: Michael Lee Mainthow

Address: 28,000 Portofino Circle, Palm Beach Gardens, #103, 33418

Telephone: (914) 960-3695

E-mail: mike@smartcitymedia.us

Affiant Signature: _Mich Lee M_

STATE OF _Florida_

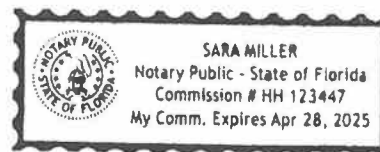COUNTY OF _Palm Beach_

Sworn to or affirmed and signed before me on _August 26, 2022_ (date) by

Michael Mainthow (Affiant).

_____ NOTARY PUBLIC

☐ Personally Known ☑ Produced identification (Type of ID)
FLDL MS30552534056
4K 11105124

SARA MILLER
Notary Public - State of Florida
Commission # HH 123447
My Comm. Expires Apr 28, 2025

TAB 3 – Technology and Services

MORE INVESTMENT
SCM provides unmatched investment in more technologies.

MORE DIGITAL SERVICES
SCM provides unmatched community connectivity & media services.

MUCH MORE REVENUE
SCM provides unmatched revenue guarantees.

All-in for Miami Beach.

SMART CITY MEDIA

TAB 3   Technology and Services

Kiosk, Design
& Artwork

Wayfinding &
Realtime Apps

Mobile Phone
Integration

Community
Powered Content

Introducing
Miami Beach CityPost

An award winning community channel that is crafted
specifically to the uniqueness of Miami Beach.
From the kiosk exterior artwork, to custom made apps,
to community inclusion, everything on the following
pages are designed exclusively for you.

Miami Beach
Specialty Apps

Public Safety
Priorities

Sustainability &
Resilience

Smart City
Tech

TAB 3   Technology and Services - Kiosk Design

Kiosk, Design & Artwork

Smart City Media is proud to present our vision for design and artwork that
will support the world renowned Arts and Culture of Miami Beach.
Miami Beach is unique, and so are our kiosks: with art that is 100% customizable for each and every one.
This ensures that the City's vision is reflected in every Miami Beach community where we are installed.

CityPost Advantages:
The CityPost kiosk network is the anchor that ties all smart city services together
75" & 55" screens provide tailored City placements
Kiosk exterior graphics can be customized and modified
Unique exterior solution for different Miami Beach streets or city neighborhoods
Community engagement allows local artist inclusion

MIAMIBEACH
ARTS & CULTURE

TAB 3   **Technology and Services - Kiosk Design**

CityPost Kiosk –
Future-Forward, Timeless Design that Allows for Technology Upgrades.

"You Are Here" Local Map with Transit Directions

24/7 Dedicated Transit Arrivals with Interactive Route Maps

Tourism Friendly and Multilingual

Award Winning Accessibility UI/UX

City publishing, image and video, via secure web portal

Robust, Secure, Wi-Fi Hotspots with 5G future adaptability

Custom graphics branded for each & every deployment

Small Business tools allow Community posting to network

Multi-Modal transit integration and other micro transit API's

24/7, 360°, 4 Camera Video Footage Capture

Panic Button & Public Safety Alert Messaging

Curated City Content from CityPost Newsdesk

Integrates with City, Tourism & Third Party API's

Real-Time Data analytics for CityPosts at citypost.us

Camera app for City Featured Photo Booth

No Web access and Extreme data privacy measures

*Kiosk graphics are for illustration purposes only

TAB 3   Technology and Services - Kiosk Design

20 Years of Unlimited Graphic Design Support

First things first – this is Miami Beach and these machines have to look cool for decades to come. From local painters, photographers and graphic designers, **our exterior skins are a canvas for the community.** Our proposal includes artwork refreshes throughout the term of the contract so residents and the City can embrace these wayfinding totems. Smart City Media looks forward to having the opportunity to partner with City Departments and staff, Business Improvement Districts, Community Groups, and Local Schools to help design CityPost kiosks that are customized to the City's identity.
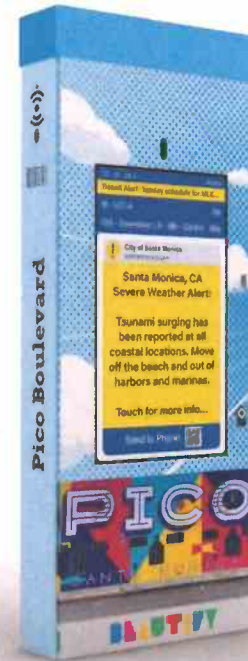

City branded designs with wayfinding graphics
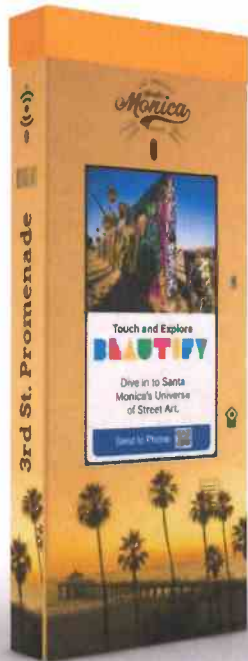
Photographic designs that meld with the beauty of Miami Beach

Graphic designs associated with Miami Beach culture and history

Location specific designs add unique flavor for different areas
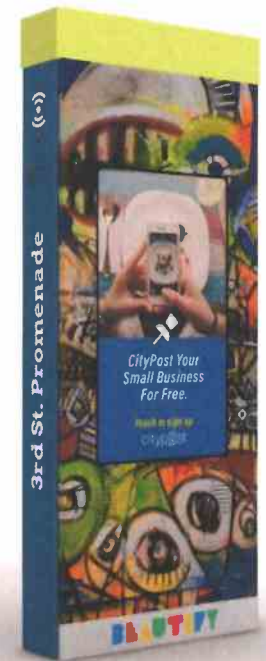
Local art from Miami Beach professionals and students alike

Santa Monica, CA. and other SCM deployment examples for illustration purposes

54

TAB 3   Technology and Services – Kiosk Design

Kiosk Designs by Miami Beach's Very Own, Bill Lane

TAB 3 **Technology and Services - Kiosk Design**

Kiosk Designs that Embrace Miami Beach Neighborhoods.

Miami Beach is one of the most unique, special cities in the world. Here, one size and one look does not fit all. From Lincoln Rd to Ocean Drive to North Beach, we suggest deploying a network that properly reflects each neighborhood. Larger 75" screens are appropriate in some locations and regular 55" screens in others. We are aligned with Miami Beach's goals and will work with the City to determine which screen size is appropriate for each location.

TAB 3 | **Technology and Services - Kiosk Design**

Miami based Nanov Display is recognized globally as a leader in ruggedized outdoor Liquid Crystal Display design, engineering, and fabrication.

Nanov products operating in all climates, including Miami, Florida; Fort Lauderdale, Florida; Toronto, Canada; Jersey City, NJ; Brooklyn, NY; Dallas, Texas; Los Angeles, California; Louisville, Kentucky; Kansas City, Missouri; Vancouver, Canada; Oslo, Norway; and many other cities around the world.

Smart City Media proposes two different size kiosks and screens to be used in different locations at the discretion of Miami Beach to address the variety of placemaking priorities
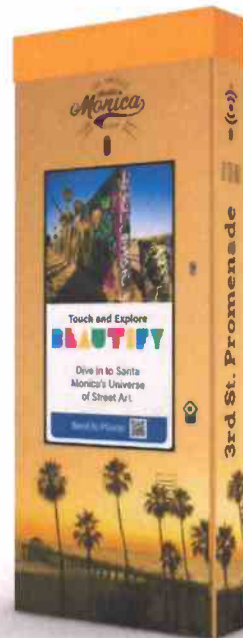
55" Inch Dual-Sided, Outdoor, Touch screen Digital Kiosk

- Length: 40.96" Inches
- Width: 11.62" Inches
- Height: 102" Inches
- UL, Nema & IP Certified
- 95% Uptime or greater
- Panic uptime connected to battery solution 99.9%

75" Inch Dual-Sided, Outdoor, Touch screen Digital Kiosk

- Length: 44" Inches
- Width: 11.8" Inches
- Height: 105" Inches
- UL, Nema & IP Certified
- 95% Uptime or greater
- Panic uptime connected to battery solution 99.9%

Images not to scale.

NANOV Display Inc.

Santa Monica, CA. and other SCM deployment examples for illustration purposes

TAB 3   **Technology and Services - Kiosk Design**

Kiosk, Design & Artwork

SCM proposed equipment meets applicable building/zoning code requirements as follows:

a. Linked here is a <u>UL Testing Report</u> describing the tests performed on the NANOV signs. Additionally, the UL 48 and UL 879 compliance certifications are attached.

b. Permit Packages:
    - An experienced outdoor interactive kiosks construction survey team will communicate with the City of Miami Beach Building Department during the site survey.
    - An experienced outdoor interactive kiosks architecture firm will coordinate permit packages with the City of Miami Beach Building Department.
    - An experienced outdoor interactive kiosks licensed construction firm will coordinate permit packages with the City of Miami Beach building department

c. State of Florida experience:

    - Digital outdoor directories for the University of Miami Health System
    - Miami Bayside Outdoor Interactive Kiosks deployment
    - Lauderhill Transit Center Outdoor Signage deployment
    - Fort Lauderdale Kiosk Deployment

TAB 3   **Technology and Services - Kiosk Design**

CERTIFICATE OF COMPLIANCE

Certificate Number	20190911-E501091
Report Reference	E501091-20180831
Issue Date	2019-SEPTEMBER-11

Issued to:	NANOV DISPLAY INC
	1978 NW 82ND AVE
	MIAMI FL 33126

This certificate confirms that representative samples of	SIGNS, CHANGING MESSAGE
	Permanently installed Changing Message Signs, outdoor use (wet), LCD Signs, designated as NI or NB XXX-YYYZZZ-aaa-bbb series, where XXX may be ADC, ADH, ADM, ASH, ASM, LDH, LDM, LDK, LSM, LSH, LSK, SDH, SDM, SDK, SSH, SSK or SSM; YYY may be 150, 190, 220, 240, 320, 370, 420, 428, 460, 490, 550, 650 or 750; ZZZ may be LCT or PCT; aaa may be three digit numbers; bbb may be letters.

Have been investigated by UL in accordance with the Standard(s) indicated on this Certificate.

Standard(s) for Safety:	UL 48, Electric Signs
	CAN/CSA-C22.2 No. 207-15, Portable and Stationary Electric Signs and Displays
Additional Information:	See the UL Online Certifications Directory at https://iq.ulprospector.com for additional information.

This *Certificate of Compliance* does not provide authorization to apply the UL Mark. Only the UL Follow-Up Services Procedure provides authorization to apply the UL Mark.

Only those products bearing the UL Mark should be considered as being UL Certified and covered under UL's Follow-Up Services.

Look for the UL Certification Mark on the product.

Bruce Mahrenholz, Director North American Certification Program
UL LLC

Any information and documentation involving UL Mark services are provided on behalf of UL LLC (UL) or any authorized licensee of UL. For questions, please contact a local UL Customer Service Representative at http://ul.com/aboutul/locations/

Page 1 of 1

CERTIFICATE OF COMPLIANCE

Certificate Number	20180905-E502481
Report Reference	E502481-20180831
Issue Date	2018-SEPTEMBER-05

Issued to:	NANOV DISPLAY INC
	1978 NW 82ND AVE
	MIAMI FL 33126

This is to certify that representative samples of	COMPONENT - SIGN ACCESSORIES
	See Addendum

Have been investigated by UL in accordance with the Standard(s) indicated on this Certificate.

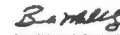|	
Standard(s) for Safety:	UL 879, Electric Sign Components
	CAN/CSA-C22.2 No. 207-M89, Portable and Stationary Electric Signs and Displays
Additional Information:	See the UL Online Certifications Directory at www.ul.com/database for additional information

Only those products bearing the UL Certification Mark should be considered as being covered by UL's Certification and Follow-Up Service.

The UL Recognized Component Mark generally consists of the manufacturer's identification and catalog number, model number or other product designation as specified under "Marking" for the particular Recognition as published in the appropriate UL Directory. As a supplementary means of identifying products that have been produced under UL's Component Recognition Program, UL's Recognized Component Mark: ℛ, may be used in conjunction with the required Recognized Marks. The Recognized Component Mark is required when specified in the UL Directory preceding the recognitions or under "Markings" for the individual recognitions.

Recognized components are incomplete in certain constructional features or restricted in performance capabilities and are intended for use as components of complete equipment submitted for investigation rather than for direct separate installation in the field. The final acceptance of the component is dependent upon its installation and use in complete equipment submitted to UL LLC.

Look for the UL Certification Mark on the product.

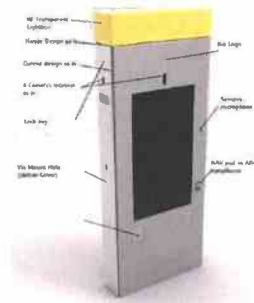*Bruce Mahrenholz, Director North American Certification Program*
UL LLC

Any information and documentation involving UL Mark services are provided on behalf of UL LLC (UL) or any authorized licensee of UL. For questions, please contact a local UL Customer Service Representative at http://ul.com/aboutul/locations/

Page 1 of 2

TAB 3   **Technology and Services - Kiosk Design**

55" Outdoor Double-Sided Kiosk Specification - DART (RF Transparent LED Box)

Design

Physical Dimensions

POWER: 1500 W
WEIGHT: 551.16 LBS (250 KG)

Materials

STEEL 1.6T
STAINLESS STEEL 1.2T
STAINLESS STEEL 1.2T
STEEL 5.0T
STEEL 1.6T
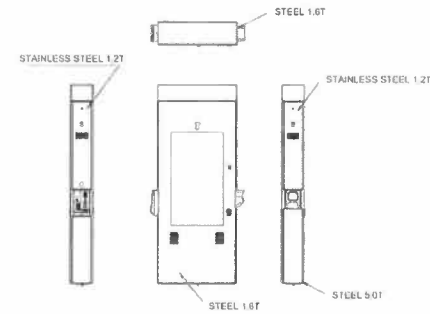
General Specifications

Parameter	Specification
Video Orientation	Portrait
Active Screen Dimensions	680mm (width) x 1210 mm (depth); (26.8 inches x 47.6 inches)
Overall Enclosure Dimension Including Light Box	1044mm (width) x 2597mm (height) x 295mm (depth); (41.1 inches x 102.2 inches x 11.6 inches)
RF Transparent LED Box Dimension	1044.4mm (width) x 256mm (height) x 295.2mm (depth); (41.1 inches x 10.1 inches x 11.6 inches)
Base plate wiring slot/hole	Accommodates qty. 2, two inches diameter conduits
Resolution	1080 x 1920 pixels
Color	16.7 million colors (8-bit)
Dimming	50-100% automatic dimming
Calibrated Intensity	2500 Cd/m²
Color Temperature Modes	Warm / Medium / Cool
Refresh Rate	60 Hz
Contrast Ratio	1400:1
Viewing Angle	178 degrees (side/side) 178 degrees (up/down)
Burn Time (one static image)	30 min
On Screen Display (OSD)	English (default)
Programmable LED Light Box	Default color of all four sides shall be warm white without transition/movement RF Transparent Material

Power, Computers & Electronics

Parameter	Specification		
Power Consumption	1300 W (Average); 1500 W (Maximum)		
Embedded computer	CPU	Intel i7-8650u	
	RAM	16GB DDR4	
	Storage	512 GB SSD	
	OS	Ubuntu 16.04 LTS	
Inputs / Outputs	1) HDMI, DVI (720p/1080i/1080p) 2) Video compatible (USB 3.0 or similar) USB cables from Selfie cameras to computers 3) PC input via 15 pin Sub 4) LAN (RJ45, Cat 6), RS-232C 5) Serial cable between top light controller and computer		
Single dedicated receptacle power outlet	20A rated		

System Level Design & Durability

Parameter	Specification
Rated Operating Conditions	Temperature: -30°C to +45°C Humidity: 20% to 80%
Heating, Ventilation & Air Circulation (HVAC)	Automated system for heating & cooling with active air inflow & exhaust (patent pending)
External Housing Material	Fully-sealed, weather-proof enclosure Powder coated surface treatment
Enclosure sealing / weather proofing	Enclosures shall comply with UL 48 including outdoor rain test
Touch Screen Glass	Anti-glare, 1% max haze, anti-vandal, tempered glass.
Certification	FCC, UL Standards48, UL879 Sign Controller
Warranty	36 Months, Depot parts and labor
Mean Time Between Failure	50,000 hours

Detailed Specifications

Parameter	Specification
Sealing around kiosk penetrations, windows and ventilation fans	Sealing around kiosk penetrations, windows and ventilation fans
Programming of Top Light Controller	Controller shall be programmable through serial port
Door latches and camera windows	Shall include stainless steel screws and nuts
Wiring	UL certified Power Supplies UL Code Rated Wiring Plan CAT6a LAN Communication Cable
Touch Screen Interactivity and Integration Requirement	a) Projected Capacitive (PCAP), multi-touch with 2point zoom, model # ZXY100-128 b) High positional accuracy (2.5mm typical) c) 92% - 100% light transmission through PCAP d) Less than 10 ms response time e) Controller shall be grounded to enclosure f) Touch screen glass requires a minimum of 5 mm clearance from edge of glass to any metal surface g) Minimum distance between front of touchscreen and back of door shall be 3 mm h) Zytronic touch screen controller shall have a protective cover to protect bare PCB
Ambient Light Sensor	1) Sensor shall be positioned in same location as cameras above the monitors 2) Default setting of ambient light sensor shall be adjusted to minimum of one hour

NOTE: THIS SHEET IS CREATED UTILIZING NANOVS (MANUFACTURER) SPECIFICATIONS SHEET OF THE NISDK-550PCT-DFW DEVICE ONLY FOR REFERENCE

SHEET TITLE	KIOSK SPECIFICATIONS (NISDK-550PCT-DFW)

DRAWING NO.	C - 100		DATE	REVISION
SHEET	01	OF 01	06/15/2020	CITY REVIEW
SCALE	NTS			
CREATED BY	Z. AHMAD			
APPROVED BY	M. MAINTHOW			

FILE NAME: C:\USERS\ZAHOOR AHMAD\DESKTOP\PROJECTS\SMART CITY MEDIA\01_MKE\MRE CAD DWGS\C-100 - 101 KIOSK SPECS & DIMENSIONS.DWG
PLOT DATE: 6/14/2020   PLOT BY: ZAHOOR AHMAD

TAB 3   **Technology and Services - Kiosk Design**

Physical Dimensions

POWER: 1500 W
WEIGHT: 551.16 LBS (250 KG)
OVERALL DIMENSIONS: 11.6" x 41.1" x 103.8"
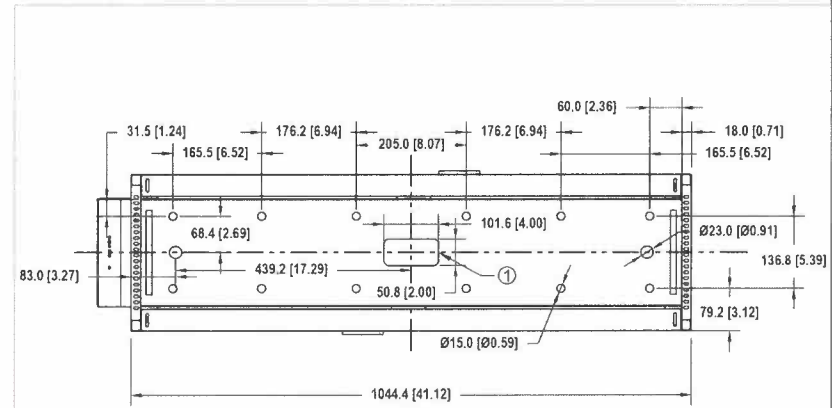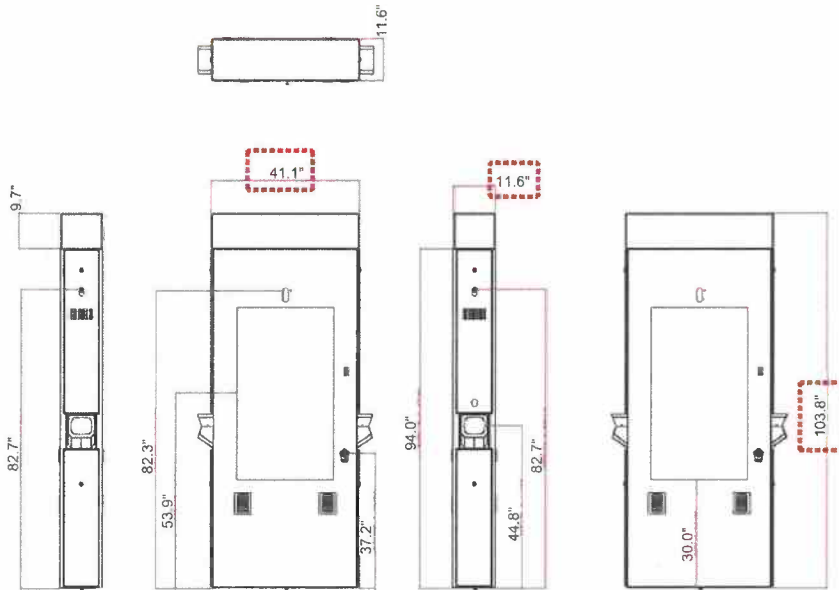
① SLOT FOR CONDUITS, ACCOMMODATES 2- 2" CONDUITS   UNITS. MM [IN]

BASE PLATE DIMENSIONS & HOLES LAYOUT

NOTE: THIS SHEET IS CREATED UTILIZING NANOV'S (MANUFACTURER) SPECIFICATIONS SHEET OF THE NISDK-550PCT-DFW DEVICE ONLY FOR REFERENCE.

SHEET TITLE	KIOSK DIMENSIONS (NISDK-550PCT-DFW)		DRAWING NO.	C - 101		DATE	REVISION
			SHEET	01 OF 01		06/15/2020	CITY REVIEW
			SCALE	NTS			
			CREATED BY	Z. AHMAD			
			APPROVED BY	M. MAINTHOW			

SMART CITY MEDIA
54 WEST 40 STREET, NEW YORK,
NEW YORK 10018
WWW.SMARTCITYMEDIA.US

FILE NAME   C:\USERS\ZAHOOR AHMAD\DESKTOP\PROJECTS\SMART CITY MEDIA\01_MKT\APE CAD DWGS\C-100 - 101 - KIOSK SPECS & DIMENSIONS.DWG

PLOT DATE   6/14/2020   PLOT BY   ZAHOOR AHMAD

TAB 3   **Technology and Services**

Wayfinding & Real Time Apps

CityPost offers a unified wayfinding solution with citizen usability at the core. Our kiosks power interaction that easily assist every Miami Beach resident and visitor with wayfinding and transit solutions.

CityPost Advantages:
Unmatched wayfinding and transit features in the outdoor, interactive kiosk space
CityPost wayfinding solutions are used by the longest transit system in the country
CityPost integrates all transit options, including micro mobility options (scooter, bike, etc) into one unified mobility platform
CityPost wayfinding apps connect directly with any smartphone for a cross platform "grab and go" urban mobility solution
CityPost wayfinding includes street level alert posters for transit, weather and other real time awareness messaging

TAB 3   **Technology and Services**

Unified Wayfinding For Miami Beach

Seamless Communication Focused On The Community And Built To Power Mobility

Citypost is a true content publishing platform for the streets. We are news and media execs that take pride in broadcasting valuable content for the community: *because everyone should have access to important real-time information.* We're built for the mobile world and have been a Universal Wayfinding pioneer and a dedicated partner in support of Unified Basic Mobility programs. SCM supports Integrated urban wayfinding: whether you're walking, Biking, Scootin, or using any Shared ride or micro-transit program.

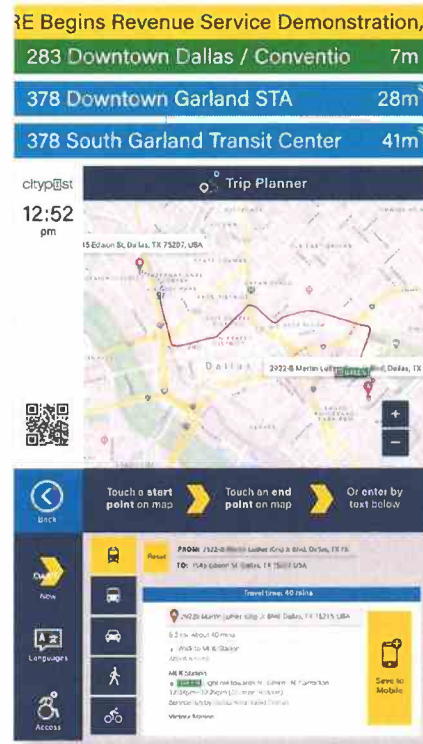Santa Monica, CA. and other SCM deployment examples for illustration purposes

There's so much great information out there. Our job is to integrate, simplify & provide ACCESS FOR ALL.

TAB 3   Technology and Services

A Wayfinding Solution
# Built with Usability as the Centerpiece.

A resident or visitor can easily see how to combine bus with rail systems, bike share systems and scooters to get where they need to go. They'll also be able to explore the businesses near the destination. And they'll be able to take this data with them on their own device - placing total knowledge and informed decision making in every individual's hands.
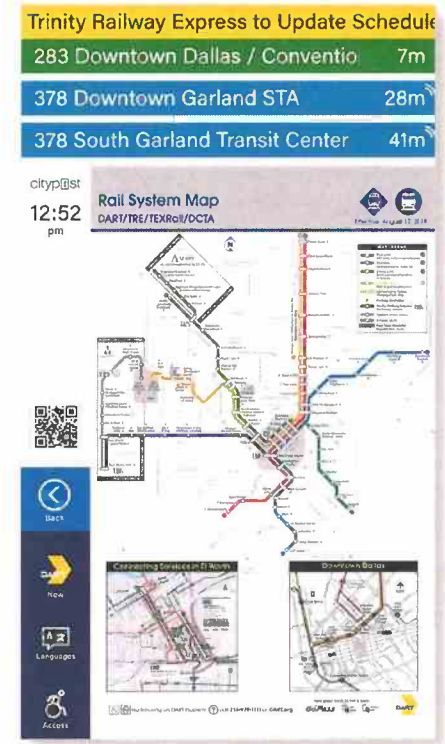

Easy to follow video messages to help you find your way

Multimodal, turn-by-turn directions with push by text, email or QR
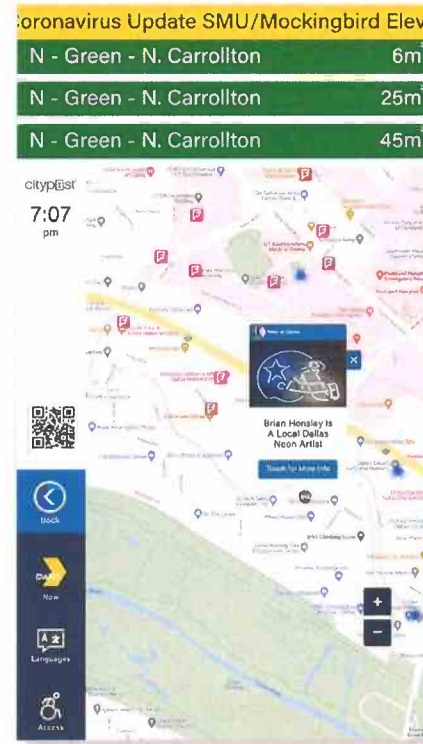
Card-based map exploration with image, video and Foursquare listings

Parks and systems maps display easily with multi-touch zoom

TAB 3 **Technology and Services**

Wayfinding Transit and Shared Mobility with Custom Builds and Integrations.

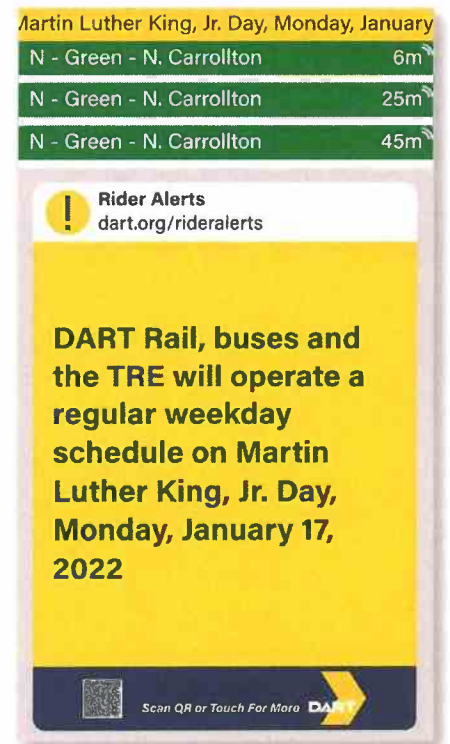Custom maps with on-board routers for real-time arrival data

GTFS bus and train line data with route mapping and easy touch filtering

Real time micro mobility services (bike, scooter, etc) integrates into large maps

Automated alerts are displayed in the broadcast with network takeover options

TAB 3 **Technology and Services**

Mobile Phone Integration

Smart City Media is excited to offer an entire interactive media channel that instantly connects the content on CityPost kiosks to a user's phone, creating a seamless and unparalleled community experience.

CityPost Advantages:

CityPost is the only platform that automatically generates QR codes for every poster on the screen allowing a frictionless transfer of info from kiosk to phone

CityPost is the only platform where the entire CityPost kiosk experience is available on any smartphone without the need to download any dedicated mobile app

CityPost mobile allows for community redemption opportunities for businesses to promote specials and the phone becomes the coupon or the ticket

CityPost wayfinding apps connect directly with any smartphone for a cross platform "grab and go" urban mobility solution

CityPost mobile functionality continually expands, as technology expands, providing new wayfinding experiences for the community

TAB 3   **Technology and Services**

Our Entire Interactive Media Channel is Available on any Smartphone.

Scan a QR code from our screen and you now have Miami Beach CityPost in the palm of your hand with no app store download required.

SCAN ME!

Try it with your phone and visit Jersey City, CityPost

Santa Monica, CA. and other SCM deployment examples for illustration purposes

TAB 3   Technology and Services

Content Publishing with Automated QR Codes – Only on CityPost.

Anytime a poster is published to a CityPost screen it automatically receives a unique QR code that is associated with the message. This allows users to seamlessly take content from any CityPost screen to their phone, creating redemption opportunities for businesses, ticketing and enhanced mobile-based wayfinding through the City.
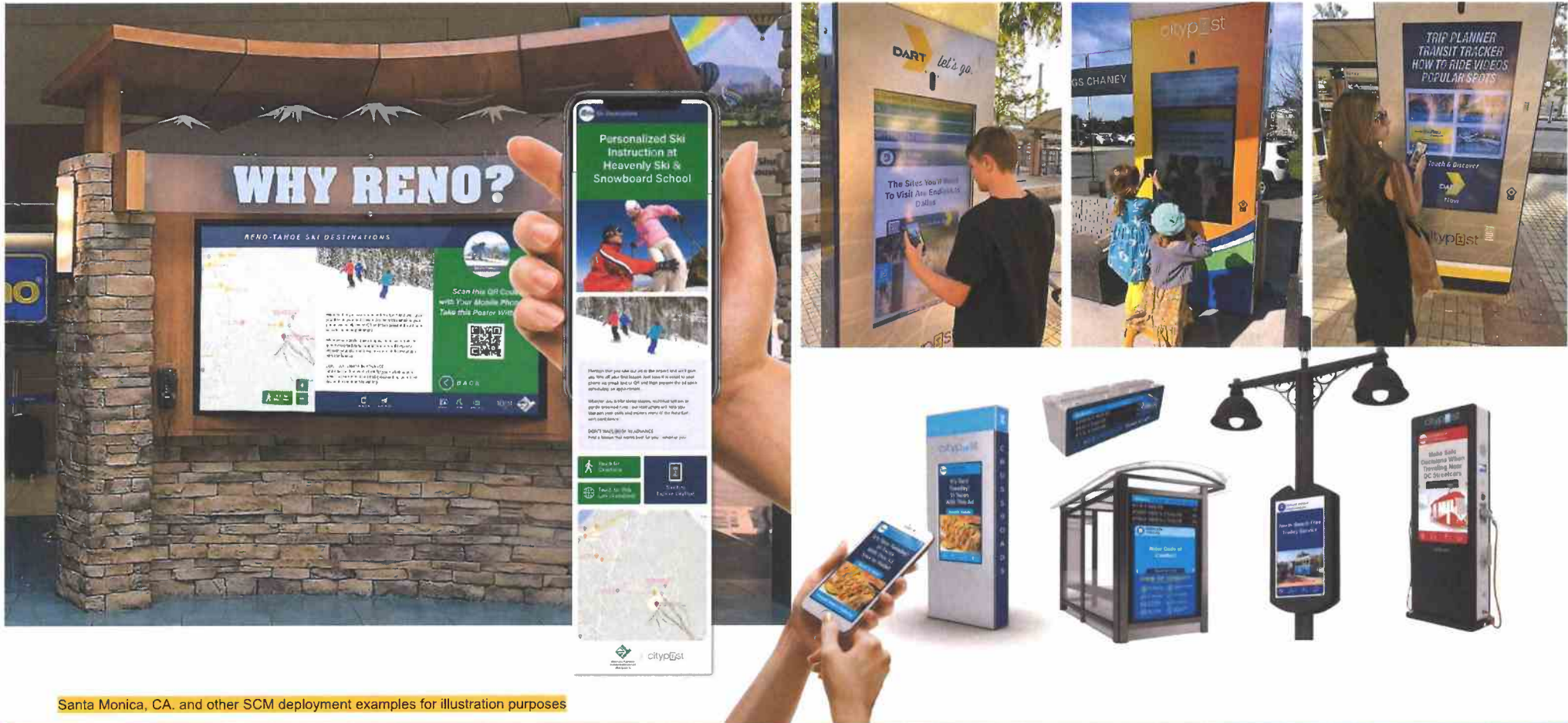
Santa Monica, CA. and other SCM deployment examples for illustration purposes

TAB 3   Technology and Services

Community Powered Content / Public Information

CityPost democratizes street level digital communications and is the most community-inclusive solution on the market that currently produces the quantity and quality of community messaging in all of our partner cities.

CityPost Advantages:

CityPost is the only city kiosk solution that provides an online content platform available to the city and approved businesses for publishing messages

No other solution on the market produces the quantity and quality of community messaging with the bandwidth that is demonstrated by all of our cities on the following pages

CityPost provides our cities with the tools (and content team support) to publish real time messaging and alerts. COVID is simply one of many use cases

CityPost allows small businesses to post for free and will continue to provide this valuable resource to the community

The broadcasting value for Miami Beach messaging and the community is unmatched in the space

TAB 3 **Technology and Services**

We Democratize Street Level Digital Communications.

Our screens are truly connected to the community. We've become a place-based, social media extension for cities that provides real time, street level information and services to the community. CityPost is a digital bulletin board on every corner that is easily accessible and easy to use.
This is a sample from Louisville, all content was published by the city:
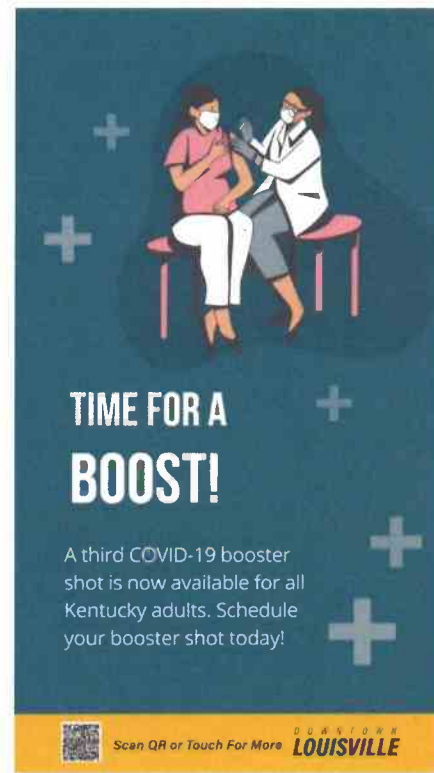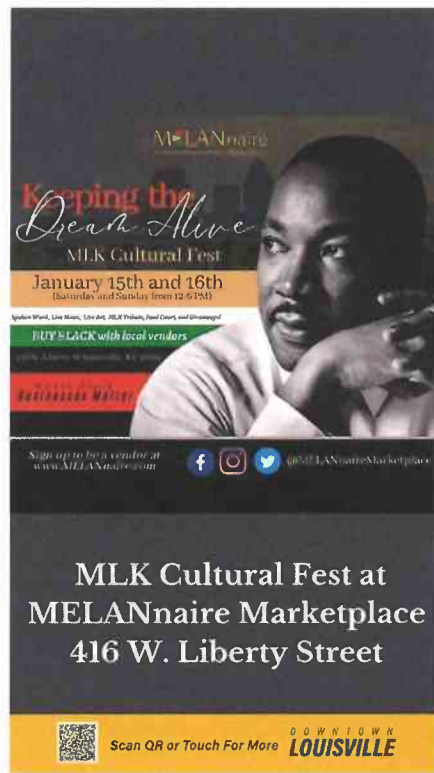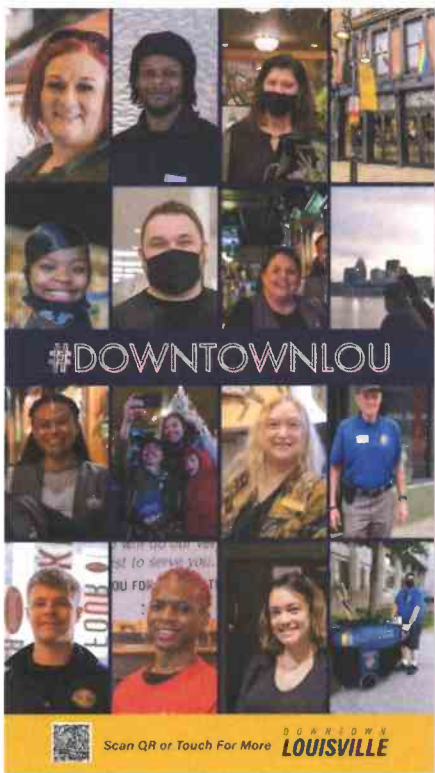
TAB 3   Technology and Services

Example: City Published Content Active on January 12, 2022 in Jersey City, NJ

Our CityPost screens are for the city, city offices, city transit agencies, community organizations and small businesses.
No other kiosk provider is as inclusive to the community as we are – just watch their broadcast and then watch ours.
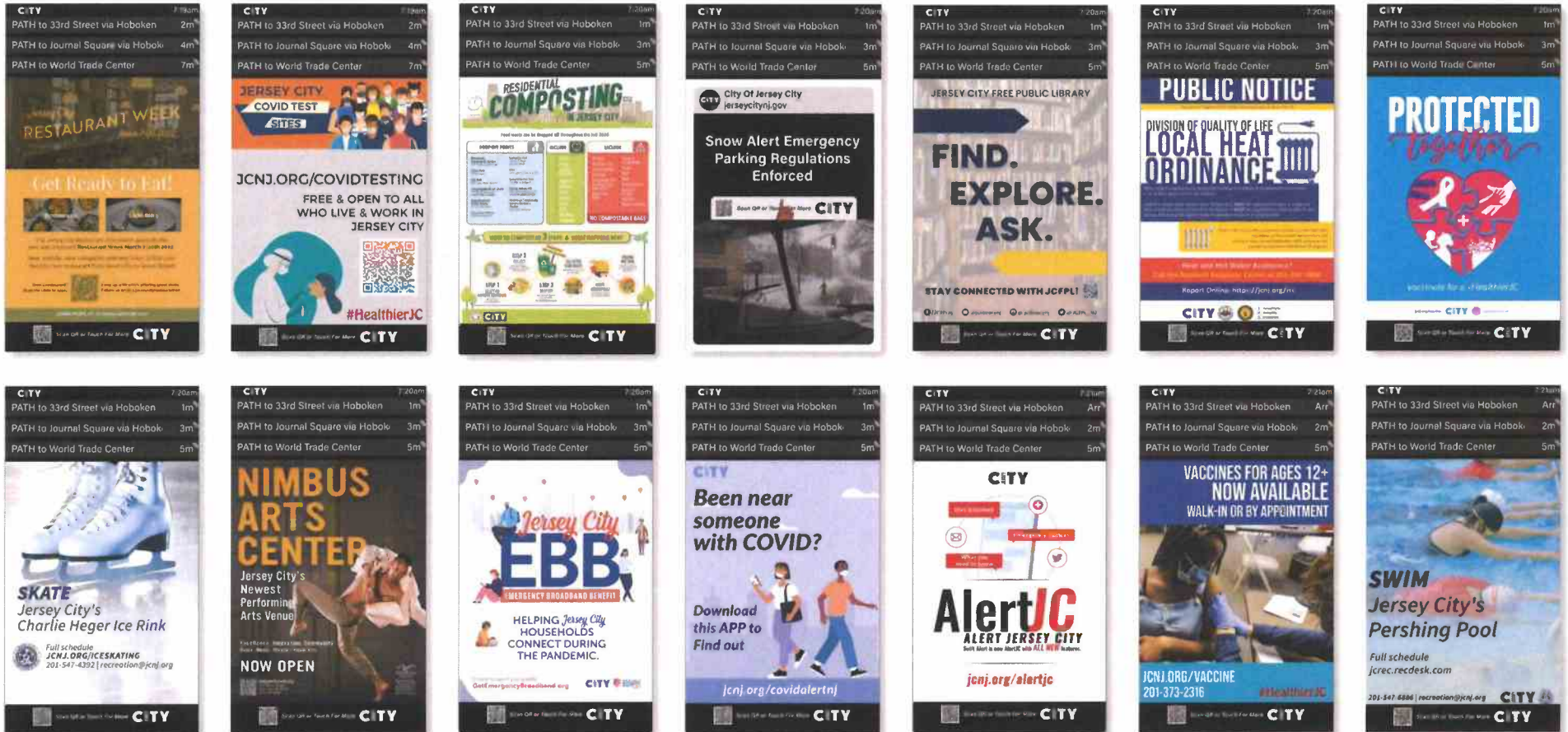
TAB 3   **Technology and Services**
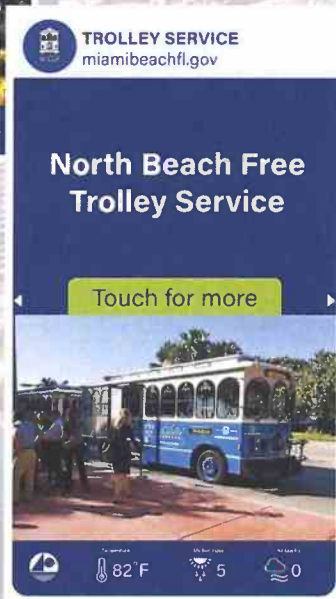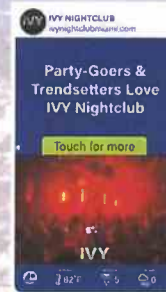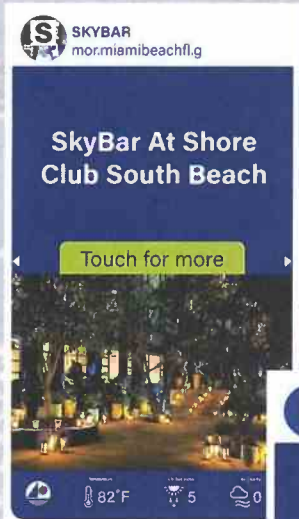
Content Creation & Management Dynamic Community Tools:

- *Direct City messaging*
- *Business specials*
- *Arts & Entertainment*
- *Area Homeowner meetings*
- *Emergency Notifications*
- *Multimodal: Water Taxi, Trolley*
- *Marketing, Tourism & Development*

TAB 3 **Technology and Services**
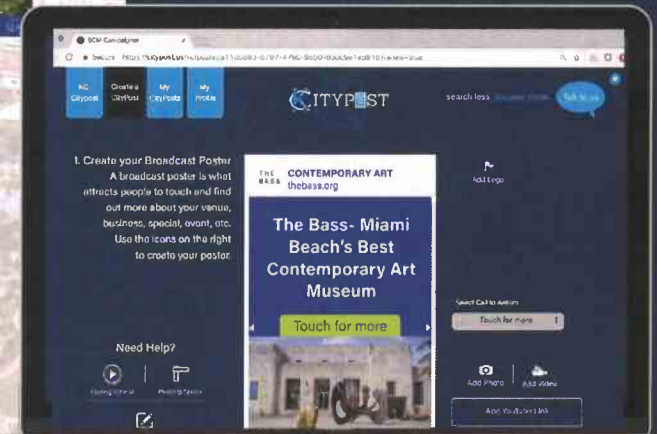
Miami Beach Specialty Apps

Our CityPost solution that we are proposing includes customized specialty apps, curated by our team that helps deliver valuable information that matters to the community.

CityPost Advantages:
Our software team develops unique CityPost applications for the city based on their interests and requests throughout the term of the contract
Our content and media teams seek out local media channels and third party apps which we integrate onto the CityPost kiosk and mobile platform
CityPost onboards our cities with a "CityKit" which allows them to pick what the apps, languages and features <u>they</u> want on the platform which creates a truly customized experience
All interactive apps and content on CityPost is curated by our team which creates a info-rich user experience with images, video, and sound
We provide all of this software development for free so that the platform continually evolves and changes

TAB 3 | **Technology and Services**

Custom Built, Curated, Interactive Experiences Designed from Year One to Year Twenty.

Consider us an open source for interactive experiences on the kiosks and beyond. Much of the work that we create ends up on City websites and powers new outlets for interactive City communications. We integrate local third party API's and community resources to build new, valuable City applications for no-cost to the City.

Touch and Explore

BEAUTIFY

Dive in to Santa Monica's Universe of Street Art.

Send to Phone:

The user interface is based on iconography and colors of the City
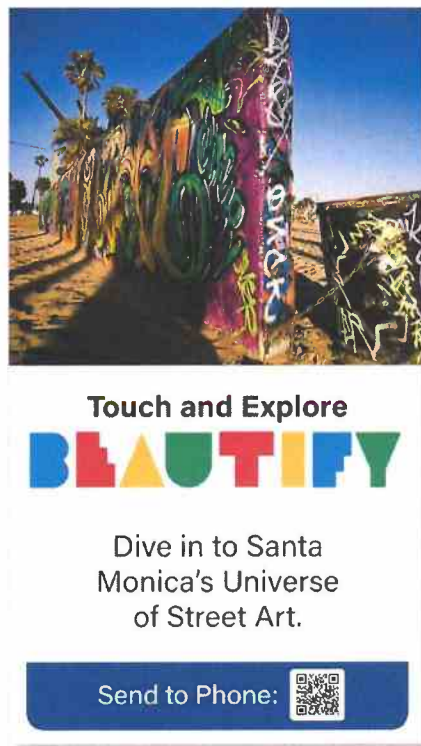
Touch & Explore apps are created from City and community interests
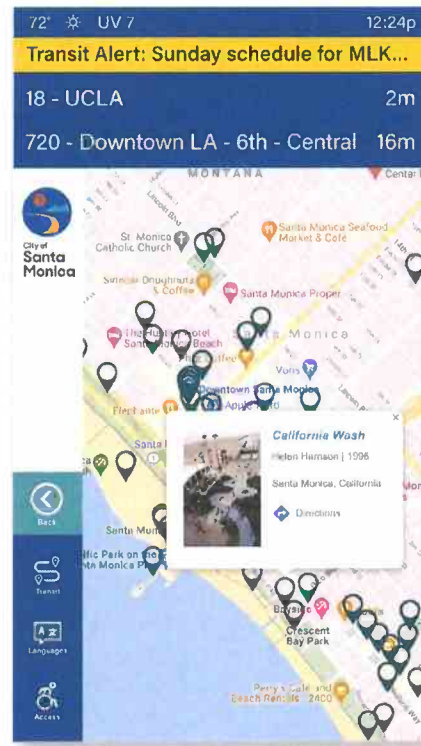
We integrate local apps and api's to deliver rich and robust content

Real-time alert apps provide the community with fully automated info

TAB 3   Technology and Services

Specialty Apps That We've Built for All Our City Partners – Everything is Curated by Our Team.

We build and manage our content apps like a magazine format. This information is not "canned" from a data list and pushed to the screens behind a fancy icon. Every picture, video and headline is chosen by our team of content managers. We integrate the best local API's to deliver valuable information that matters to the community. We take pride in our curated apps and our cities do too.

Our Restaurant Apps are alive and vibrant with curated videos and imagery that best represent the businesses

Our content landing pages provide more information with interactive directions, and send to mobile or email functions.

We integrate local news channels so the days top headlines, sports and weather can be seen and heard in a snap

Every one of our deployments features inclusive city info and content specifically curated for people living with disabilities

TAB 3   **Technology and Services**

Specialty Arts & Culture Apps We've Built for All Our City Partners.

Kansas City **"Art in the Loop"** is a curated outdoor exhibition of temporary artworks presented in partnership with the KC Streetcar Authority

Greensboro **"Folk Fest"** interactive event schedule for the annual festival

Louisville **"Alley Gallery"** interactive map showcases all of the street art throughout the city and the associated artists

MIAMIBEACH ARTS & CULTURE

Santa Monica, CA. and other SCM deployment examples for illustration purposes

TAB 3   Technology and Services

Fully Multilingual & Provides an Unmatched Visitor Experience

We embed locally and bring authentic content and content providers to our screens in every market that we deploy. From local news channels, to tourism based events calendars to local business specials. Our digital bulletin board is a wealth of immediate, local and real-time information.

Real-time Events, News, Specials, Promos

Local Content and Community Inclusion

Touch a flag to change language:

Spanish   Chinese   German   Arabic

Swahili   French   Russian   Hindi

English and Spanish by default *and other languages available upon request*
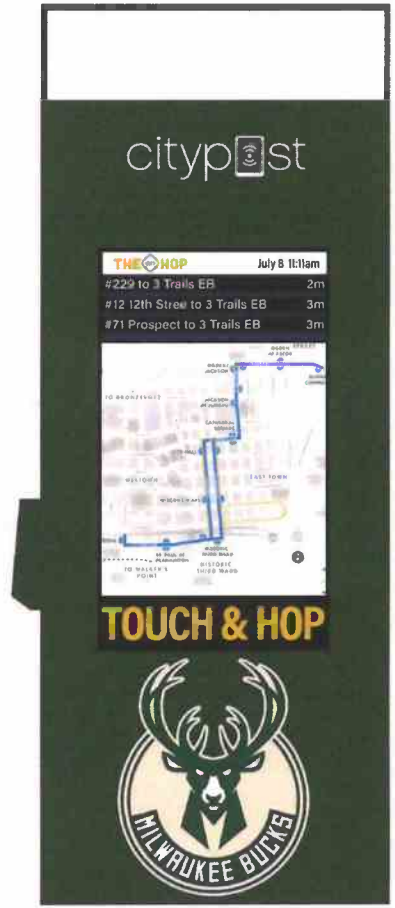
Custom Mapping and Real-time Transit

TAB 3   Technology and Services

Specialty Citizen Engagement Apps: 311 & Interactive Surveys
How Can We Help Miami Beach?

SCM leadership deployed 311 services to outdoor kiosks almost a decade ago alongside NYC's first in the country 311 center.
Our experience here has only grown with multiple successful digital 311 deployments.

311 and Interactive survey used by different City offices

TAB 3   **Technology and Services**

"ADA Sapolin Award" Winning

SCM leaders are honored to have personally presented to Miami Beach's Disability Access Committee and to have learned from that esteemed, diverse group. We look forward to working with Coordinator Mejia to ensure available access and positive representation for all of Miami Beach

Click image above to watch our ADA Video

- ✓ *Dedicated Content that Highlights the Best of Disabled Community*
- ✓ *Induction Loop*
- ✓ *Closed Caption video*
- ✓ *Multi-touch zoom + Contrast*
- ✓ *Voice search*
- ✓ *All height measures to ADA standards or better*
- ✓ *Audio-Nav for sight impaired*
- ✓ *Mobile enabled content for smart phone compatible wayfinding*

TAB 3   **Technology and Services**

Public Safety Priorities

Public Safety and Cyber Security are priorities for Smart City Media and our CityPost kiosk solution. We provide a suite of safety services in our kiosks, while also ensuring the protection of CityPost data.

CityPost Advantages:
CityPost was the first in the OOH kiosk market to offer 24/7, 4-camera video capture and a suite of safety functionality; from panic buttons to emergency lighting to screen communications
CityPost cameras have led to numerous arrests and have provided our cities with valuable information when called upon
We integrate Axis Communications cameras and video processors which are one of the most accepted by Police Departments and video management platforms
Our software consists of a closed platform that is not accessible to any web browsers
Smart City Media works with and conforms to CISA cybersecurity guidelines

TAB 3   Technology and Services

CityPost Public Safety & Security – Helping Our Cities 24/7/365

We were founded on street–level emergency patents, after the tragic events of 9/11/2001. The principle is simple: **Nothing is more valuable than a life.** And it is our duty to provide better and cost effective emergency solutions for the public as both technology and infrastructure develop into one another.

LED LIGHTBOX CONTROL

4-SIDED VIDEO CAPTURE

PANIC BUTTON OPTIONS
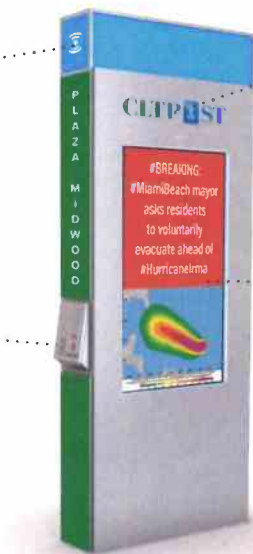
PUBLIC ADDRESS

Add Media

Upload Image
Upload Video File
Add YouTube Link
Go Live - Audio Only
Go Live - Audio & Video

4-SIDED VIDEO CAPTURE

24/7 video capture provides the City with 360° video footage from 4 camera sensors. Video footage is available to City Police Departments or to third-party video management system integration for retrieval to any kiosk and any camera in the CityPost network

URGENT COMMUNICATIONS
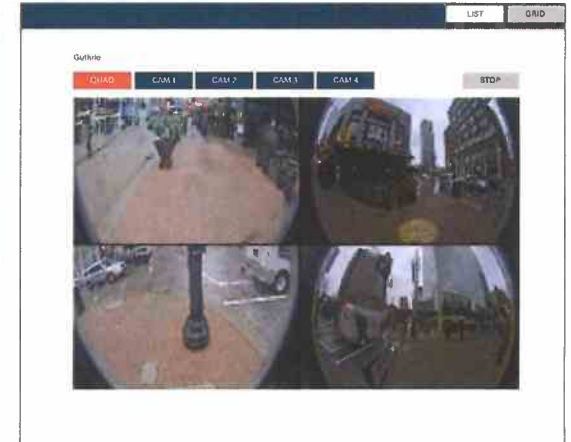
Critical messaging is pushed automatically or manually via our secure web portal. It's template based, fast and simple. There are tools for image and video posters as well as live "takeovers" for public address announcements

LED LIGHT CONTROL

Top light is programmable for emergencies and can be turned BLUE or RED when e911 is engaged. We can also control the light box colors, remotely, for city events and social happenings

TAB 3   Technology and Services

CityPost Data & Safety are Paramount.

Smart City Media will work closely with Miami Beach's Strategy and Operations Division to ensure the highest level of cyber security for the program.

Smart City Media is already working directly with the cybersecurity and infrastructure security agency (CISA). As the nation's cybersecurity risk advisor, CISA works to defend and secure critical infrastructure. SCM is honored to be the first and only Smart Kiosk network currently working with the nation's foremost threat assessment agency for cybersecurity.

CityPost uses separate advanced network connections:

- A highly-secure private network for managing critical kiosk operations

- A secure public network for simplified access to Wi-Fi and IoT devices and

- A high speed low-latency for connecting security cameras to law enforcement

- No Personally identifiable information (PII)

- No Data Permanently Stored, No Data Sold

- Closed Network - NO open web access

- Consumer Opt-In features for Mobile

- Open Data Share w/County and Local Partners

TAB 3 **Technology and Services**

Real-Time Kiosk Data – Available to City Partners 24/7.

Our data management portal tracks all user interactions, apps used, languages used, location data, poster data, ad data, people counting, mask data for COVID and much more in real-time and available to city staff on a daily basis. We display data that reflects total interactions based on kiosk locations, hourly, daily and weekly statistics and ready to share with data scientists, from within the city and universities, to help analyze and assess interaction trends and location data.
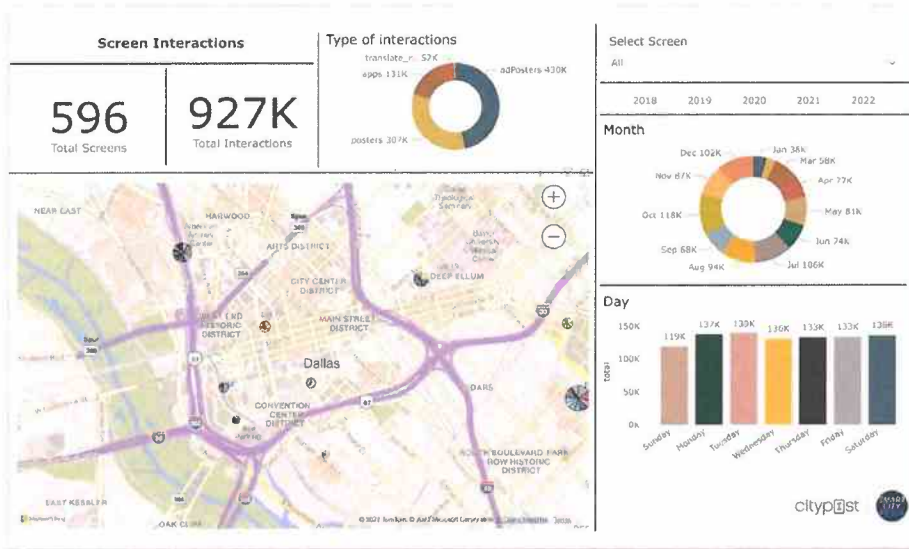
GIS Overview of network, screen inventory and screen interactions

Screen usage - time spent
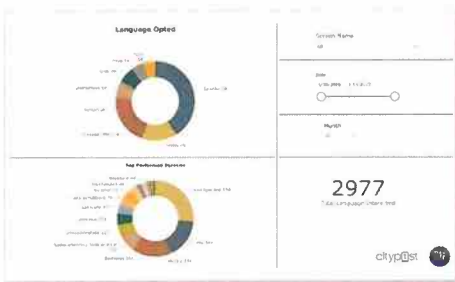
Languages used

Masks detected (COVID) with people counting
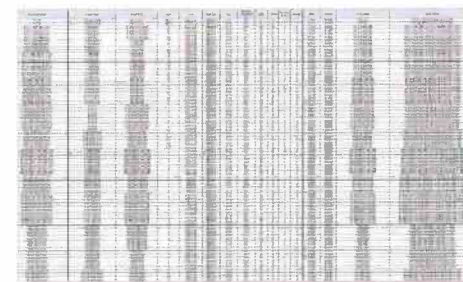
Geopath impression reports with lat/lon
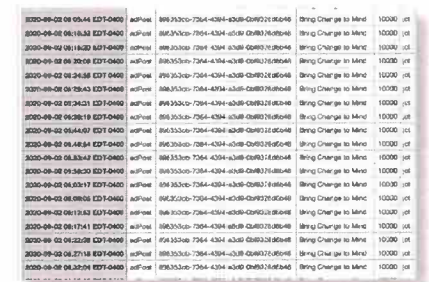
Proof of Play (PoP), Revenue Tracking Reports for all ads

TAB 3 **Technology and Services**

CityPost Dashboard – Available to City Partners 24/7.

This web-based dashboard available at citypost.us allows the city to see their live interactive kiosk feed, publish messages to the kiosks, watch their broadcast loop, explore data usage and access to a host of other features.

Live interactive kiosk feed available on your computer. (KC Streetcar app example)

TAB 3 – Development Schedule

TAB 3   Technology and Services: Development Schedule

Our Project and Approach

We've learned from multiple deployments that there is no substitute for quality preparation and experience when deploying into the public space.

Our team will install the kiosks after final consultation with the City on site selections. We have learned to be adaptable when needed during the latter phases of a planned installation, as we gather community feedback and real-time use data regarding the initial 15 kiosk installations. No change to the original installation plans will occur without notification and justification being provided to the City regarding the proposed change(s), followed by consultation and mutual agreement.

Timeline 1:
Our process will begin with a pre-planning meeting between designated Miami Beach city team members and SCM's core team to review hardware design and BOM's. This kicks off week 2 with a full agreement in place when kiosk manufacturing is scheduled to begin. 12 weeks have been allocated for manufacturing with delivery to our local warehouse in weeks 15/16 (see the following page for a detailed production schedule).

Timeline 2:
MBWE Sology Solutions and local maintenance company FHP, will work with both utility companies, as necessary, depending upon who services each location in the city with obtaining electric and city permits. They will also work with the utility companies in obtaining the required power and data supply. With city approval, FHP will plan for 4 to 5 site installations per week. We plan to go live in sequence of installations, i.e., the initial 3 kiosks will go live upon their install completion and so on.

Timeline 3:
As part of a general monitoring and maintenance program, FHP will visually inspect and service, as necessary, all CityPost kiosks weekly, at minimum. The kiosk exteriors will be cleaned on a weekly basis as part of our ongoing maintenance. Our Installation & Maintenance Plan discusses our process in greater detail (see pages 99 & 100).

Timeline 4:
SCM will conduct a public education program following the install of the initial 3 kiosks. This allows time for the public to enjoy our CityPost kiosks prior to the full deployment of all 15 kiosks. Screen content UI design and layout will begin the week of 7 with city content review scheduled for week 10. To help the process we will develop a Miami Beach CityPost Kit that provides you with the tools to successfully launch a powerful Miami Beach community channel. The kit will identify all of the processes and decisions that the collective team will need to make from selection of content apps to graphic skin design to the top 8 languages most spoken in the Miami Beach area. Once we get started the process is collaborative and fun. Seeing it all come together as a team makes for an even more rewarding experience for you and your city when we go LIVE.

Kiosk maintenance component checklist

CityPost "CityKit" onboarding document

TAB 3   Technology and Services: Development Schedule

Our Project and Approach

Please Click Here to View a Detailed Map:

We look forward to working with Miami Beach to finalize all locations.

We've learned from multiple deployments that there is no substitute for quality preparation and experience when deploying into the public space.

Our team will install the kiosks in phases that will be agreed upon after final consultation with the city on site selections. We have learned to be adaptable when needed during the latter phases of a planned installation, as we gather community feedback and real-time use data regarding the 15 kiosk installation. No change to the original installation plans will occur without notification and justification being provided to the City regarding the proposed change(s), followed by consultation and mutual agreement.

Miami Beach CityPost Production Schedule

Action:	Week #:
Contract Approval	Week 1
Pre-Planning meetings (hardware, software)	Week 2
Review Final Site Selection	Week 2
Initiate permit process	Week 3 - 9
Hardware manufacturing starts	Week 3
SCM presents Kiosk Exterior Design for approval	Week 7
SCM presents UI colors for approval	Week 7
Prep sites for electric, connectivity, and base footings	Week 7 - 11
Content development begins	Week 8
Present content for approvals	Week 10
Final system test (in plant)	Week 14
Ship to warehouse, uncrate, test prior to install	Week 15 - 16
Install Kiosks (15 double-side)	Week 16 - 18
Go Live (in sequence of installation)	Week 16 - 18

TAB 3 | **Technology and Services: Development Schedule**

Ability to Meet Project Work Plan & Timelines

The Smart City Media team has unparalleled experience with global projects of comparable complexity, scale and nature. We have extensive real-world experience and proven expertise in the area of work required by highly public entities. We propose a practical work plan that provides assurance of success to the City of Miami Beach.

The ability and experience in assembling a highly qualified staff.
Team partners are all C-Level or VP level executives and read as a virtual who's who in Smart City deployments. We are all experienced at meeting and exceeding the needs of a city, accommodating complex changes like COVID or routine changes in personnel or strategic direction. Project management will be highly qualified, locally based and reflective of the diverse equity found in the Miami Beach community.

The ability to provide the City with approval of management and representatives assigned to the engagement and provide assurance of resources to accommodate changes or turnover in staff. Our proposal with Miami Beach is a public private partnership and all aspects of the deployment - including leadership and staffing - are areas of partnership. Our deployments grow and are successful because we work hand-in-hand with our partners to adapt and overcome challenges. There will be unforeseen challenges - and our success will be measured on our ability to respond quickly, smartly and in collaboration.

Efficiency and timeliness in completion of projects. We take pride in preparation which is directly related to efficiency and timeliness in completion of projects. We will have locally based Project Management, a dedicated local Warehouse and support team, plus state of the art supply chain management to ensure proper delivery and installation to timeline. Case in point, SCM's Dallas Area Rapid Transit contract launched two years ago on February 20, 2020 - and more than 300 kiosks have been deployed during the pandemic across 13 Texas cities.

TAB 3 **Technology and Services: Installation & Maintenance**

Installation & Maintenance Plan

SCM, working together with MBWE Sology Solutions (SS) and local installation & maintenance company, FH Paschen (FHP) has a comprehensive monitoring and service plan to ensure the network operates at continued up-time. The system monitors the heartbeat of each CityPost (CP) Screen, 24/7, so the company can deal with issues that fall under the main categories: Network, Connectivity and Power.

Sology Solutions brings world class experience in engineering, project management, construction, and maintenance. SS maintains a highly skilled staff of individuals required to support the digital kiosk project.

SCREEN BROADCAST - If a screen goes offline, the system immediately sends an alert to the central server and a direct notification to SCM personnel. The notification will detail whether the issue is related to software or connectivity.

IMMEDIATE RESPONSE - SCM system management software and personnel will ensure the reliability of the system and immediate action should something need attention.

NETWORK - REMOTE REBOOT: The CP screen will be rebooted remotely to see if the problem is cleared and a report will be issued to SS/FHP personnel.. The network has redundant systems in place to ensure maximum up-time so a reboot should clear the issue. Time from notification to reboot: approximately 15 minutes.

ON-SITE INSPECTION AND REPAIR: Should the reboot fail, FHP will go on-site for an inspection of the kiosk. FHP will ascertain what the issue is and make repairs on-site, if possible. On-site repairs include modem replacement, hard reboot and replacement of certain hardware components (in local storage). Time from notification to on-site inspection: approximately 1-2 hours.

REPLACEMENT OF SCREEN OR KIOSK: If the CP screen is not repairable on-site due to vandalism or some other reason, FHP will replace the screen or kiosk, if deemed necessary. Time from notification to replacement of screen or kiosk: approximately 24-48 hours.

ON THE STREET MONITORING: FHP personnel will, as part of a general monitoring and maintenance program, visually inspect all CP screens bi-weekly, at minimum.

ISSUES THAT MAY REQUIRE SERVICE FROM VENDORS:
CONNECTIVITY: SCM and SS are already engaged with multiple Service Providers to bring the highest quality broadband connection to the streets. Ideally, each kiosk location will be equipped with redundant communications, bringing the speed of fiber and the flexibility of wireless. And, when urgent communications are engaged - this redundancy will be vital.

POWER / LOSS OF CONNECTIVITY: If a hard line connection is in place and should cease to function, FHP will contact and request necessary repairs from our Service Provider.

- Hardware connectivity will be both remotely diagnosed and rebooted: approximate time 1-2 hours
- Hardware connectivity that cannot be fixed remotely will be replaced
- Hard line problems will be time dependent on our Service Providers. Defective modems will be substituted within 24 hrs

POWER / LOSS OF ELECTRICITY: Should there be a loss of electrical power, FHP will contact the local electricity provider to restore electricity to the kiosk.

ENGINEERING SERVICES: The SS/FHP team will employ engineers to survey each kiosk site and work with the local authorities to ensure that each kiosk meets applicable codes and ordinances.

PROJECT MANAGEMENT: SS and FHP will ensure quality project management by maintaining a Project Management Center of Excellence Office (PMCoE). The PMCoE provides a minimum standard for excellence in project management.

SS/FHP will provide the following dedicated project team:
- Program Manager
  - Acts as the liaison and direct communication link between the client and our project manager
  - First line of communication to the client
- Project Manager
  - Scheduling of labor resources
  - Scheduling of product and hardware to the job site
  - Manage day-to-day operations directly with the Construction Manager on site
  - Will make periodic quality assurance visits to the job site to ensure the specifications are properly being met and the project is on schedule
  - Reports to program manager
- Quality Control Manager
  - Responsible for overseeing the overall implementation of the Quality Control Plan and coordinates all project testing, inspections and reporting matters directly with the Project Manager
- Project Support Coordinator
  - Assists the Project Manager in filing and managing time sheets, progress billing and invoicing, ordering and tracking hardware shipments

- Construction Manager
  - Ensures that the kiosks are installed according to the specifications
  - Will direct other technicians on the job site to perform the required tasks to complete the project
  - Ensures that all safety protocols are followed
  - Reports to the project manager
  - Dedicated and trained installation teams

HARDWARE / INSTALLATION EXPERTISE:

KIOSK INSTALLATION: SCM has teamed with FHP as the local contractor for installation of kiosks at each site. FHP will provide the following:

PROJECT SCHEDULE: A complete kiosk deployment schedule cannot be fully determined until all locations have been surveyed, city approval is determined and site make ready is evaluated and completed. FHP will perform the work in the three phases as follows:

SURVEY AND SITE PREP:
- Coordinate kiosk locations with Smart City Media and the City of Miami Beach
- Survey will be shared with the city to determine all make ready requirements and to determine ownership of responsibilities. Survey documentation may include:
  - Map indicating proposed kiosk locations
  - Dimensional data of the site
  - Make ready requirements
- Site make ready may consist of the following:
  - Electrical provisioning
  - Site grade preparation
  - Permitting
- Implementation plan and schedule will be determined for each site

KIOSK PROCUREMENT:
- Receive kiosk from the manufacturer
  - Note any damages that may have occurred due to shipping
  - Record model/serial numbers and other specific data
- All kiosks will be received as complete units with no assembly required
- Stage the kiosks and installation materials for deployment. We will fully document the installation

ON-SITE INSTALLATION
- Delivery and on-site installation
- FHP installation team will perform the following:
  - Pick-up the kiosks at the staging facility and deliver to the installation location
  - Unload and install kiosk per manufacturer specifications
  - Complete required electrical connection
  - Power on and commission each kiosk

Upon confirmation of proper operation, we will fully document the installation.

TAB 3 **Technology and Services: Installation & Maintenance**

Maintenance Reporting

Fig 1: CityPost "devices dashboard" shows real-time hardware status. This portal allows for over the air updates, reboots of components, monitoring, offline alerting for all of our screens:
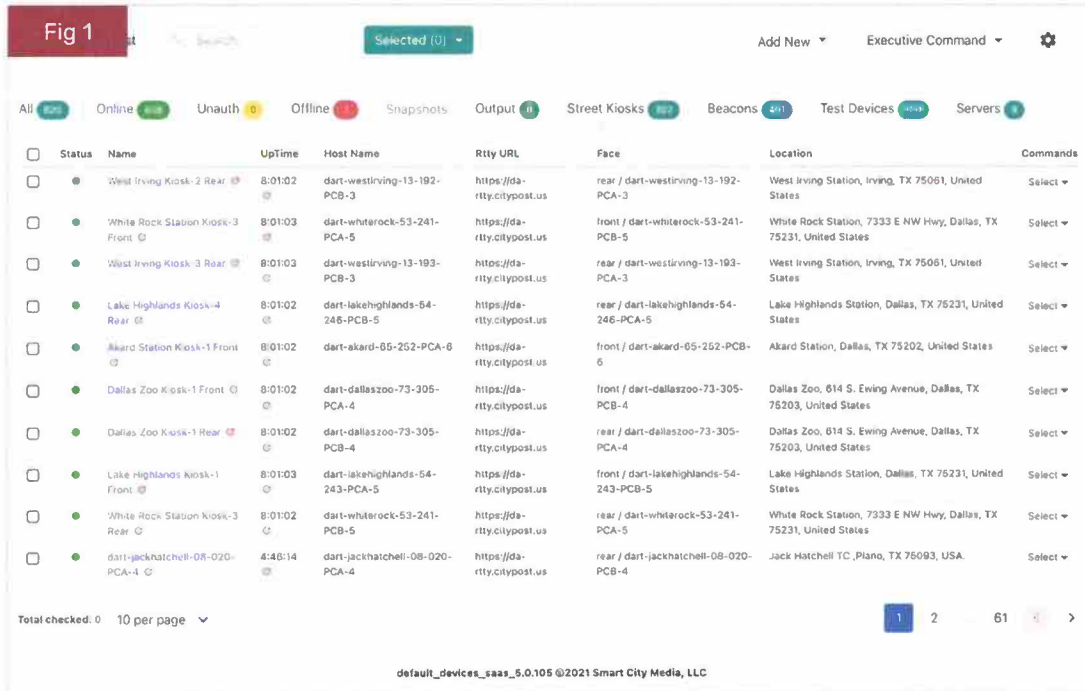

Fig 1

	Status	Name	UpTime	Host Name	Rtty URL	Face	Location	Commands
☐	●	West Irving Kiosk-2 Rear	8:01:02	dart-westirving-13-192-PCB-3	https://da-rtty.citypost.us	rear / dart-westirving-13-192-PCA-3	West Irving Station, Irving, TX 75061, United States	Select ▾
☐	●	White Rock Station Kiosk-3 Front	8:01:03	dart-whiterock-53-241-PCA-5	https://da-rtty.citypost.us	front / dart-whiterock-53-241-PCB-5	White Rock Station, 7333 E NW Hwy, Dallas, TX 75231, United States	Select ▾
☐	●	West Irving Kiosk-3 Rear	8:01:03	dart-westirving-13-193-PCB-3	https://da-rtty.citypost.us	rear / dart-westirving-13-193-PCA-3	West Irving Station, Irving, TX 75061, United States	Select ▾
☐	●	Lake Highlands Kiosk-4 Rear	8:01:02	dart-lakehighlands-54-246-PCB-5	https://da-rtty.citypost.us	rear / dart-lakehighlands-54-246-PCA-5	Lake Highlands Station, Dallas, TX 75231, United States	Select ▾
☐	●	Akard Station Kiosk-1 Front	8:01:02	dart-akard-65-252-PCA-6	https://da-rtty.citypost.us	front / dart-akard-65-252-PCB-6	Akard Station, Dallas, TX 75202, United States	Select ▾
☐	●	Dallas Zoo Kiosk-1 Front	8:01:02	dart-dallaszoo-73-305-PCA-4	https://da-rtty.citypost.us	front / dart-dallaszoo-73-305-PCB-4	Dallas Zoo, 614 S. Ewing Avenue, Dallas, TX 76203, United States	Select ▾
☐	●	Dallas Zoo Kiosk-1 Rear	8:01:02	dart-dallaszoo-73-305-PCB-4	https://da-rtty.citypost.us	rear / dart-dallaszoo-73-305-PCA-4	Dallas Zoo, 614 S. Ewing Avenue, Dallas, TX 76203, United States	Select ▾
☐	●	Lake Highlands Kiosk-1 Front	8:01:03	dart-lakehighlands-54-243-PCA-5	https://da-rtty.citypost.us	front / dart-lakehighlands-54-243-PCB-5	Lake Highlands Station, Dallas, TX 75231, United States	Select ▾
☐	●	White Rock Station Kiosk-3 Rear	8:01:02	dart-whiterock-53-241-PCB-5	https://da-rtty.citypost.us	rear / dart-whiterock-53-241-PCA-5	White Rock Station, 7333 E NW Hwy, Dallas, TX 75231, United States	Select ▾
☐	●	dart-jackhatchell-08-020-PCA-4	4:46:14	dart-jackhatchell-08-020-PCA-4	https://da-rtty.citypost.us	rear / dart-jackhatchell-08-020-PCB-4	Jack Hatchell TC ,Plano, TX 75093, USA.	Select ▾

Total checked: 0   10 per page ▾

1 2 … 61

default_devices_saas_5.0.105 ©2021 Smart City Media, LLC

Fig. 2: Daily email "offline status" updates delivered to all necessary parties:

Fig 2

Kiosks Status Update - 3rd March 2022.

Pavithra Kuruba <pavithra@smartcitymedia.us>
To: Jim Neeley, Cc: Dev Team SCM

Hi Jim,

Please check the unreachable kiosks list below.

#	Kiosk Name	Rtty Status	Reason For Bad State
1	Crossroads 19th Main - SB South Face	Offline	screen needs replacement
2	Library - 9th Main - SB East Face	Offline	Router Missing
3	Library - 9th Main - SB West Face	Offline	Router and PC Missing
4	Barney Allis -12th Wyandotte - South Face	Offline	Screen Damaged

Fig 3: CityPost deployments include a toll-free phone number for information and maintenance support:

Fig 3

cityp st

To learn more about placing your message on CityPost please email us at citypost@duke-energy.com

To report tampering or issues with this CityPost kiosk please call (844) 360-2432 or email citypost@duke-energy.com Please reference the kiosk ID below.

Kiosk ID: SDF-0531

TAB 4 – Term & Revenue Proposal

THANK YOU

SMART CITY MEDIA