



NW 24TH ST

TOUCH SCREEN

26 JUNE
JOIN MIAMI'S MOST EPIC RESTAURANT & HOSPITALITY RECRUITING PARTY
MIAMI WORK

Food

Foodies LLC

1371 NE Miami Ct
(786) 522-2419
Open now

- NW 2nd Ave and NW 1st Ave 8 mins
- NW 2nd Ave and N Miami Ave 8 mins
- NW 24th St and N Miami Ave 8 mins

GET DIRECTIONS / INFO



ike SMART CITY

ike SMART CITY + Los Angeles

Tourism Kiosk Program

December 2023

This document contains confidential trade secrets

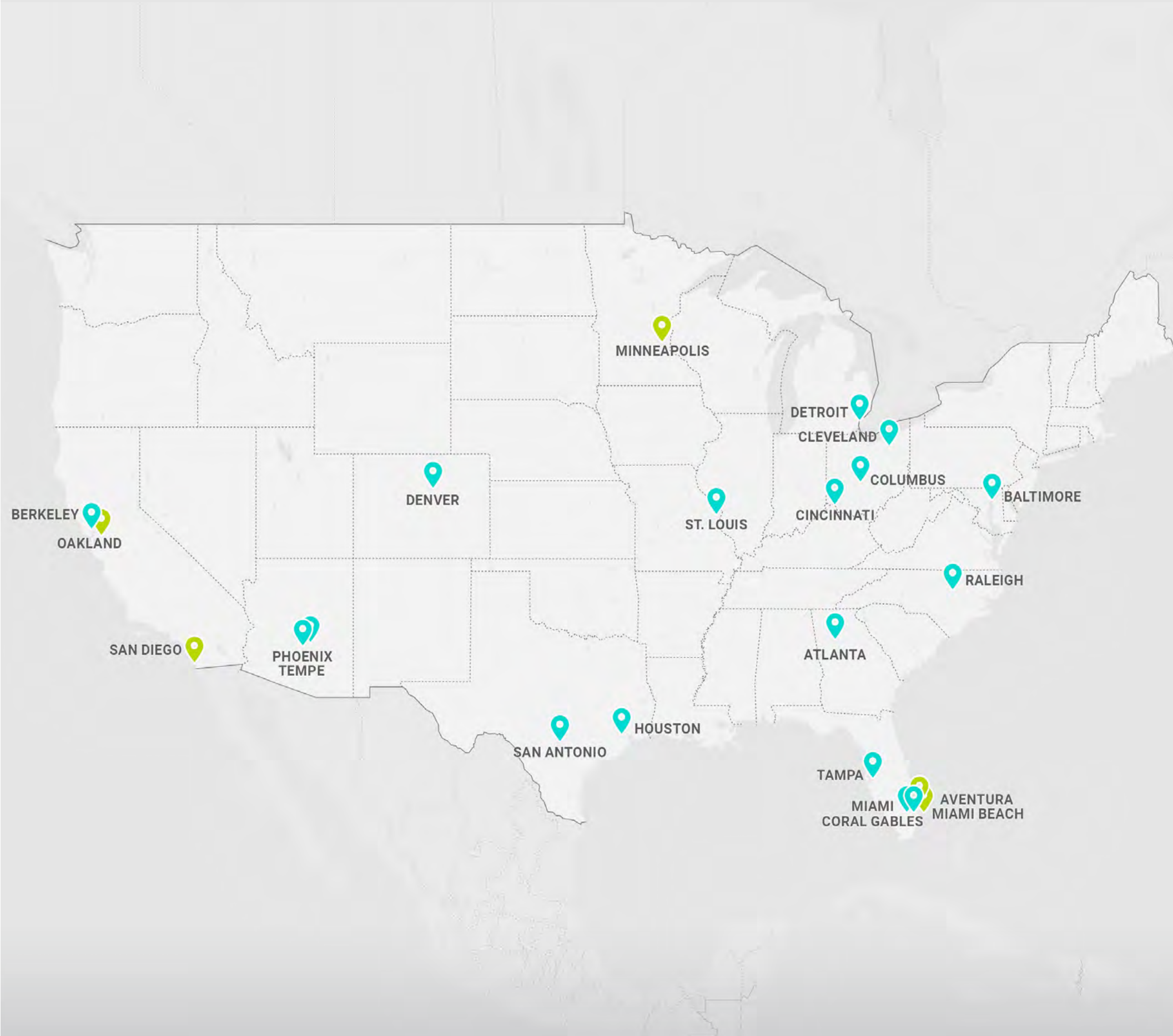
NETWORKS IN SMART CITIES NATIONWIDE

LIVE (17)

- ▶ Atlanta, GA
- ▶ Baltimore, MD
- ▶ Berkeley, CA
- ▶ Cincinnati, OH
- ▶ Cleveland, OH
- ▶ Columbus, OH
- ▶ Coral Gables, FL
- ▶ Denver, CO
- ▶ Detroit, MI
- ▶ Houston, TX
- ▶ Miami, FL
- ▶ Phoenix, AZ
- ▶ Raleigh, NC
- ▶ San Antonio, TX
- ▶ St. Louis, MO
- ▶ Tampa, FL
- ▶ Tempe, AZ

AWARDED (5)

- ▶ Aventura, FL
- ▶ Miami Beach, FL
- ▶ Minneapolis, MN
- ▶ Oakland, CA
- ▶ San Diego, CA



There's no better platform on the market than IKE.

KOURTNY GARRETT
PRESIDENT & CEO,
DOWNTOWN DENVER PARTNERSHIP

VERTICALLY INTEGRATED TEAM

The IKE Smart City team creates value for municipal clients by designing and implementing iconic outdoor media that adds to the character of urban places and delivers the most technologically advanced platform available.

We are the only interactive kiosk company that employs a full-time team of in-house subject matter experts. We avoid outsourcing resources so that we can deliver a best-in-class technology solution with end-to-end services:

- ▶ Project Management
- ▶ Software Engineering
- ▶ Design & Fabrication
- ▶ Permitting
- ▶ Construction & Installation
- ▶ Operations
- ▶ Media Sales
- ▶ Content Management
- ▶ Marketing
- ▶ Art & Community Partnerships



OVER **145 ASSOCIATES** WORKING TOWARDS A COMMON GOAL.

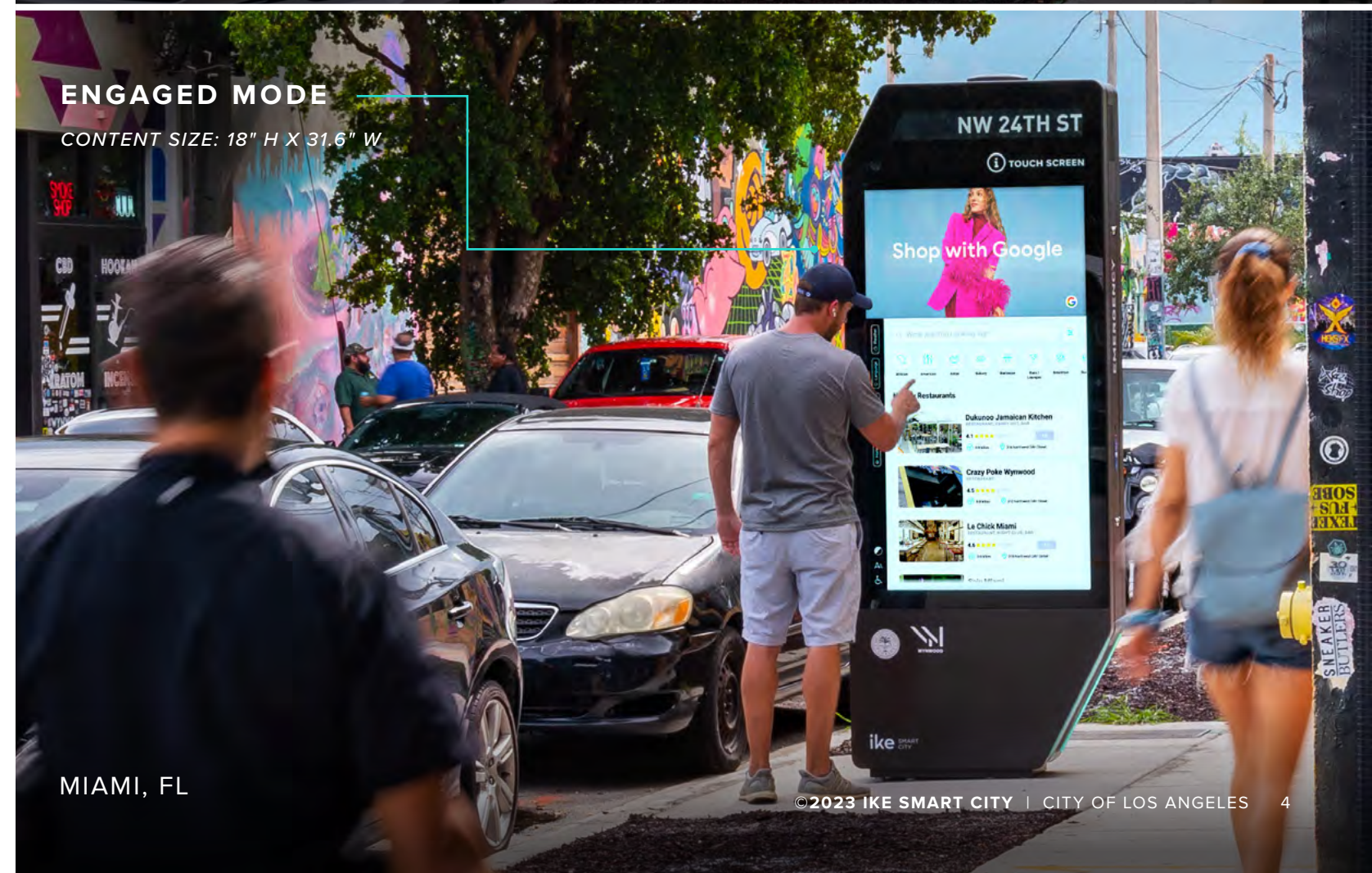
TWO MODES OF OPERATION

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.









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.



DISCOVERY & MOBILITY

 <p>EAT + DRINK</p>	 <p>EVENTS</p>	 <p>SHOP</p>	 <p>GET AROUND</p>
<p>Plenty of options to satisfy different food and drink cravings</p>	<p>The what, when, and where of everything going on in the city</p>	<p>Entices shoppers to spend at local retail and surrounding businesses</p>	<p>Multimodal wayfinding, trip planning, and transit information</p>
 <p>ARTS + CULTURE</p>	 <p>ACTIVITIES</p>	 <p>STAY</p>	 <p>PARKS + BEACHES</p>
<p>Cultural destinations and creative arts activities and venues</p>	<p>Highlights things to do across a wide range of interests</p>	<p>A wide variety of different types of overnight accommodations</p>	<p>Places to enjoy fresh air, water, and green spaces across the city</p>

SOCIAL EQUITY

 <p>SOCIAL SERVICES</p>	 <p>SAFE SHELTER</p>	 <p>JOB BOARD</p>
<p>Access to support services and resources for communities in need</p>	<p>Homeless shelters and facilities offering beds and other services</p>	<p>Easy access to local job listings and employment opportunities</p>
 <p>CIVIC RESOURCES</p>	 <p>SURVEY SAYS</p>	 <p>EXPLORE</p>
<p>List of city services and resources</p>	<p>Collects feedback on questions created by the city</p>	<p>Allows a user to search IKE’s content using keywords for curated results</p>

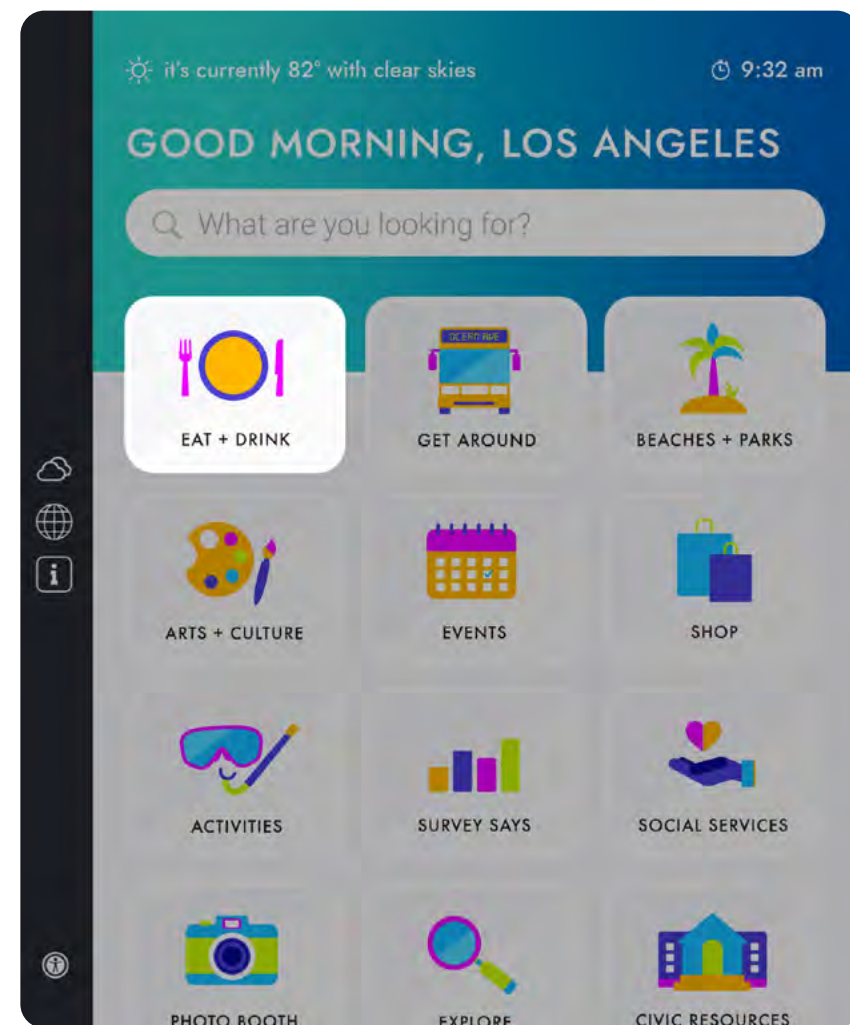
ENTERTAINMENT

 <p>PHOTOBOOTH</p>
<p>Lets pedestrians take selfies and send pics to their mobile devices</p>
 <p>ARCADE</p>
<p>Fun and easy-to-use video game to entertain and engage pedestrians</p>

DIRECTORY APPLICATIONS DRIVE TOURISM

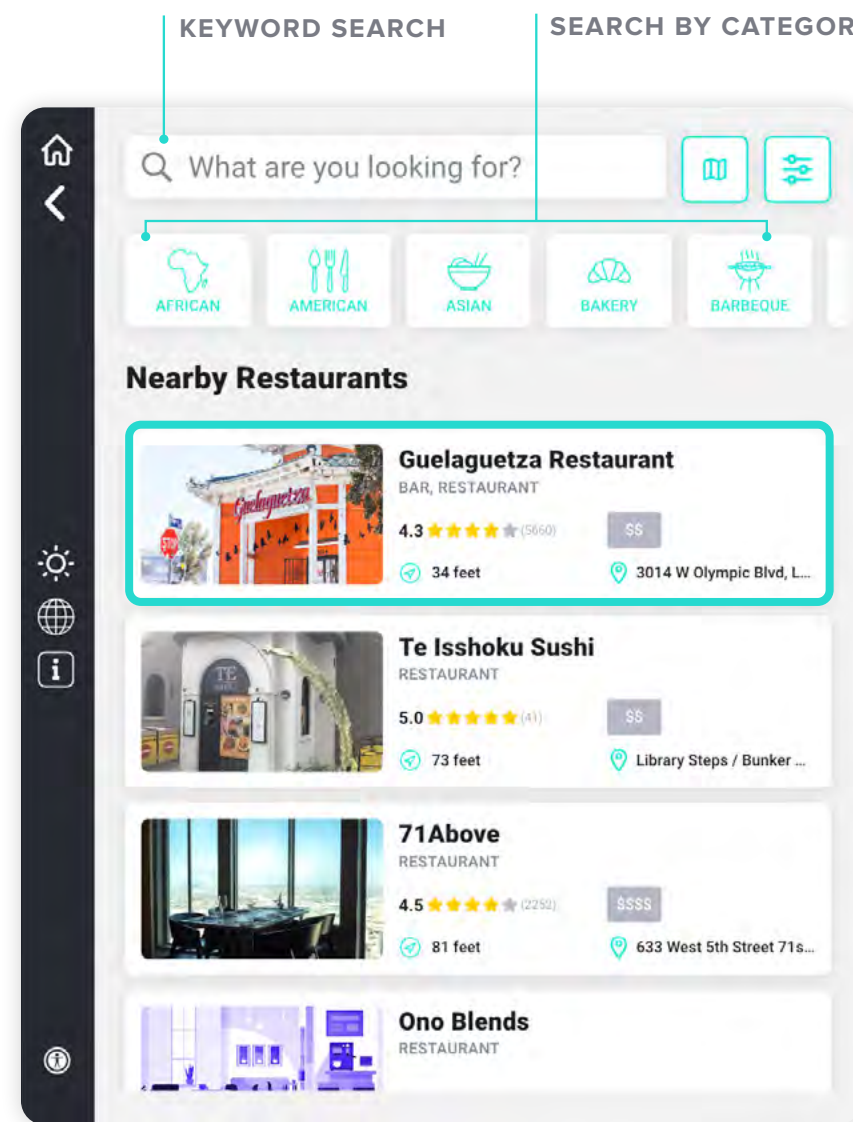
APPLICATION DASHBOARD

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.



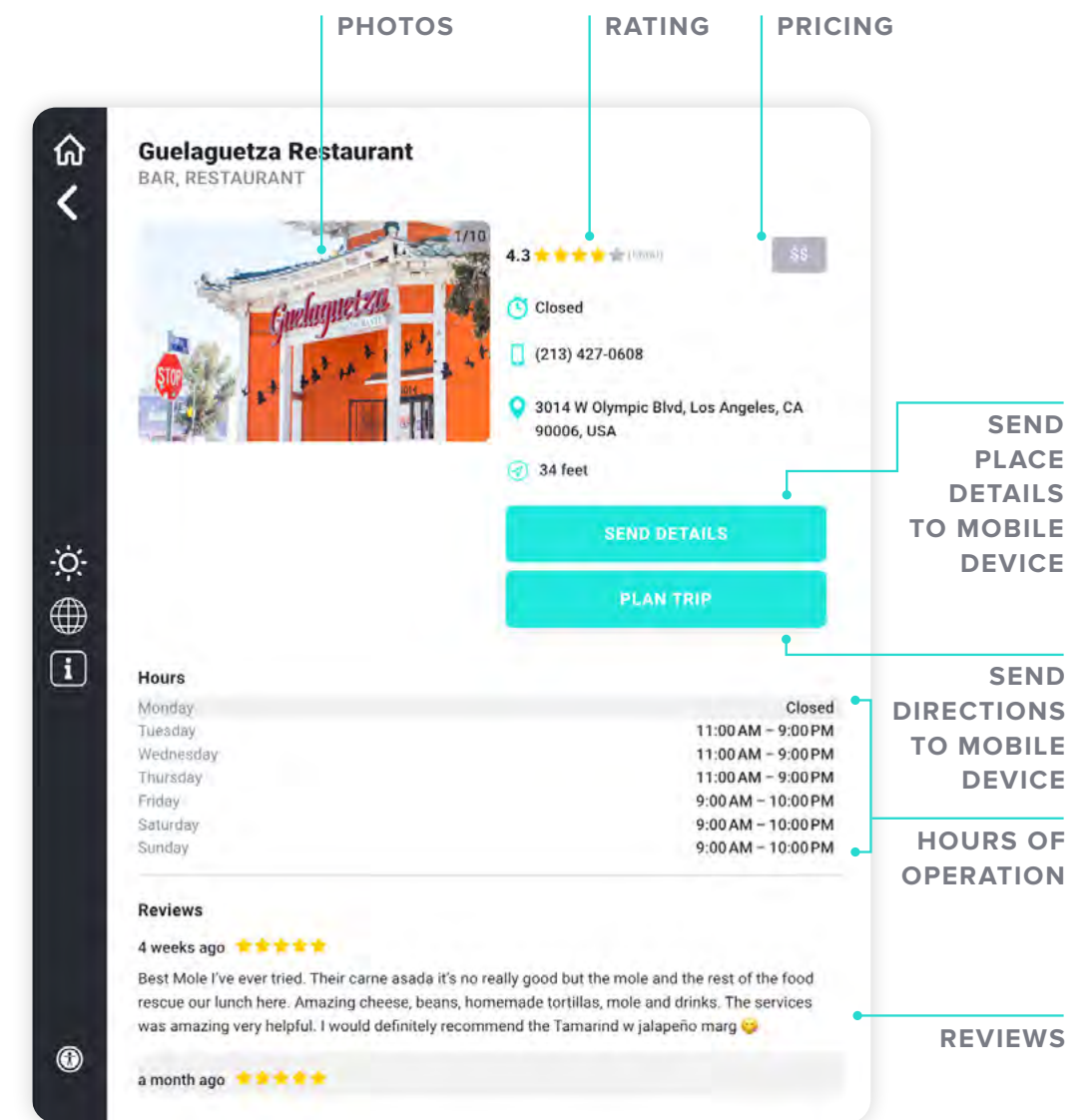
SCROLLABLE DIRECTORY LISTINGS

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.



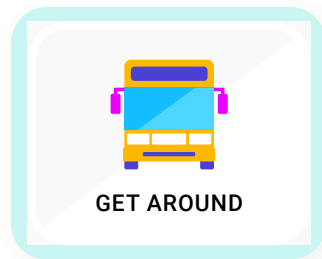
DETAILED DIRECTORY CARDS

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.



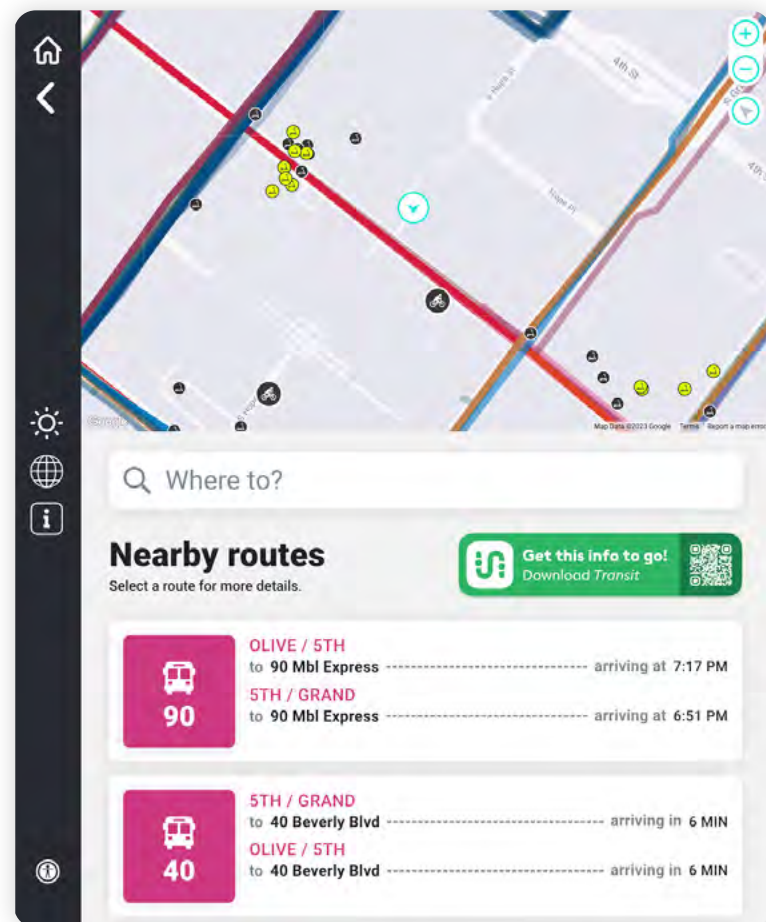
WAYFINDING AT THE PEDESTRIAN LEVEL

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 Metro Expo Line and BurbankBus, bike, mobility share, walking, taxi, and ride-hailing services such as 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.



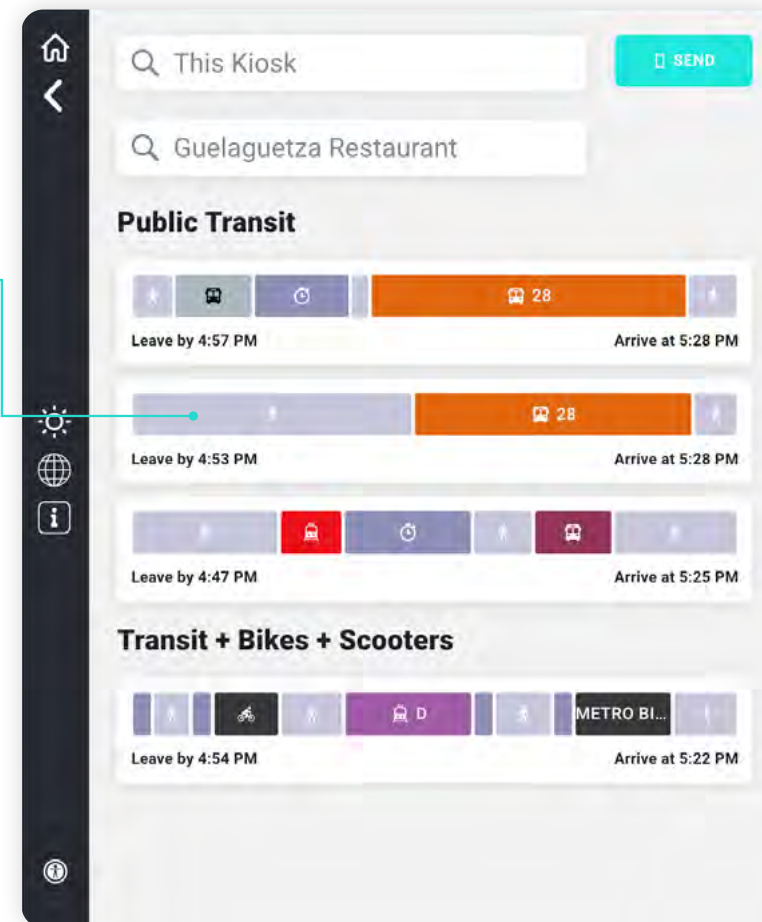
REAL-TIME DEPARTURES, DELAYS, AND SERVICE ALERTS

PLAN A TRIP



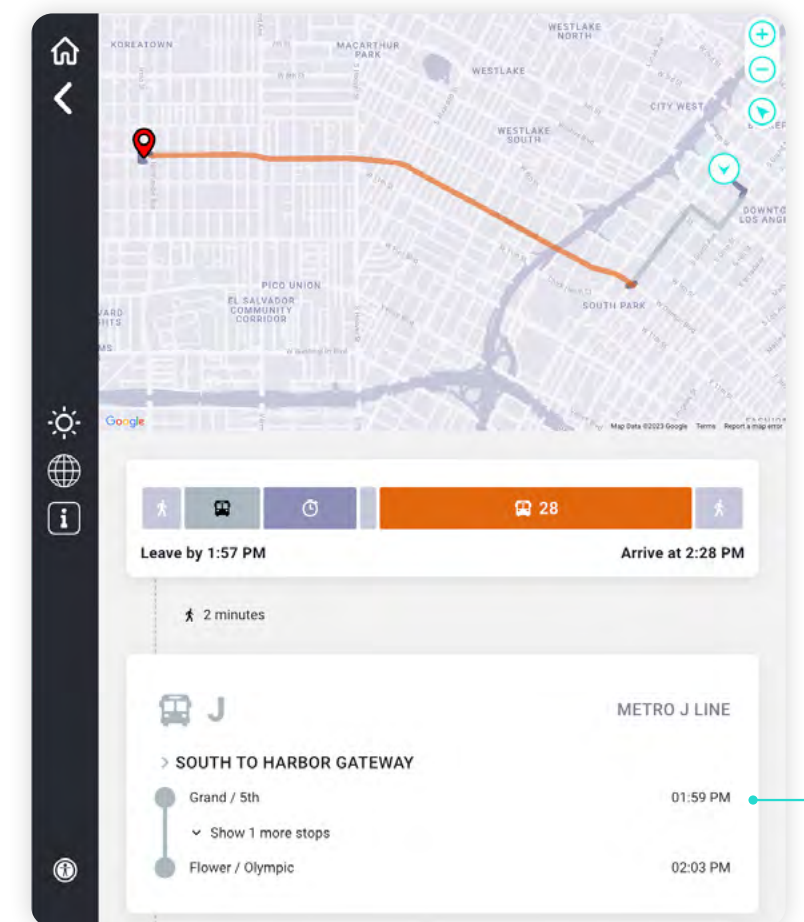
MULTIMODAL TRANSPORTATION OPTIONS

SET TRIP PREFERENCES



SEND TO MOBILE DEVICE

STEP-BY-STEP NAVIGATION

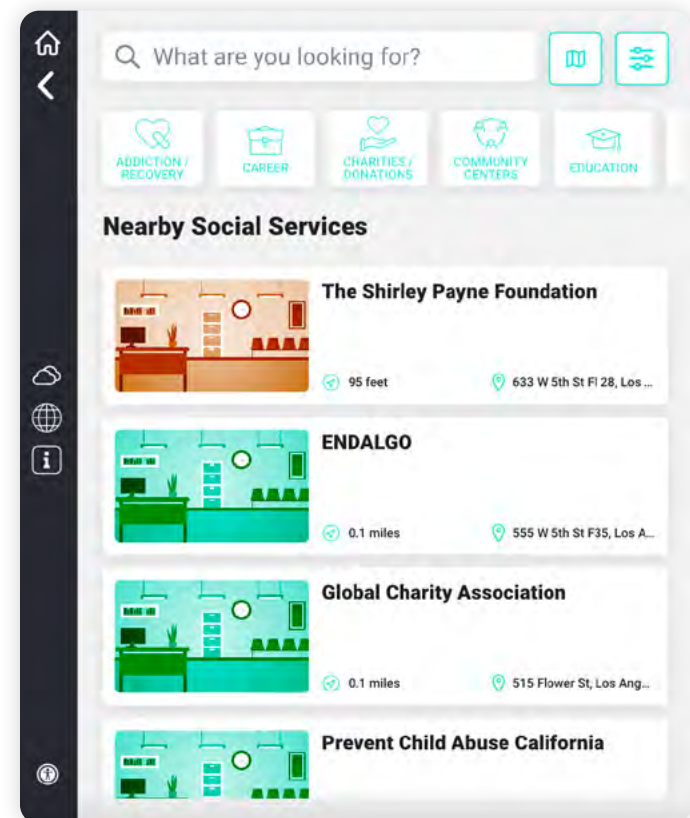


SERVING ALL COMMUNITIES

Several applications improve widespread access to critical resources and services. IKE's placement in the public right-of-way and free Wi-Fi ensures those without technology can benefit from the content.

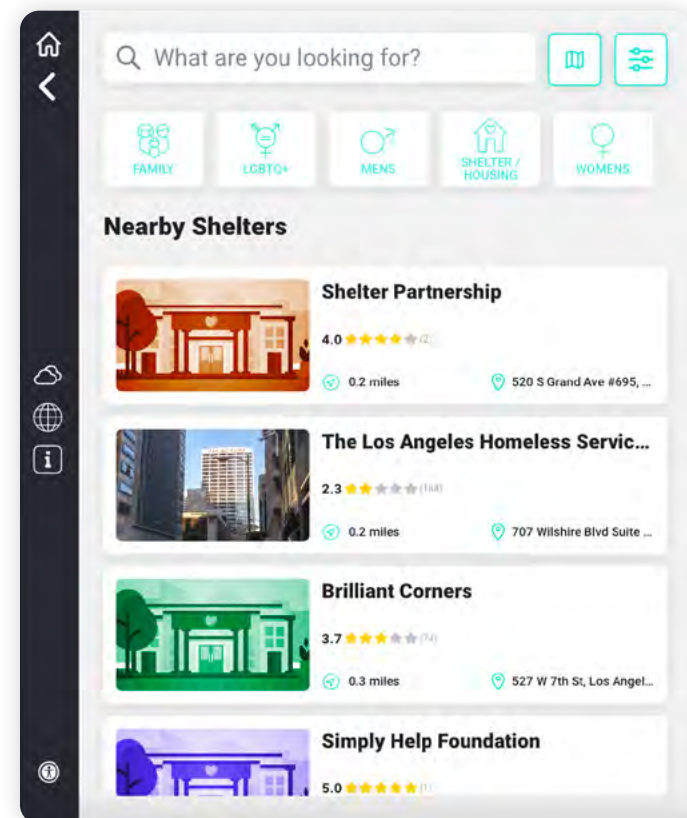
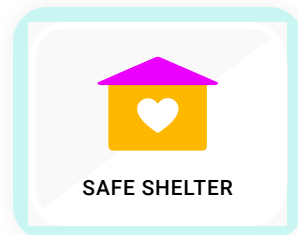
SOCIAL SERVICES

Provides easy access to food banks, free clinics, veteran services, charitable organizations, family services, financial aid, addiction and recovery resources, mental health assistance, and more.



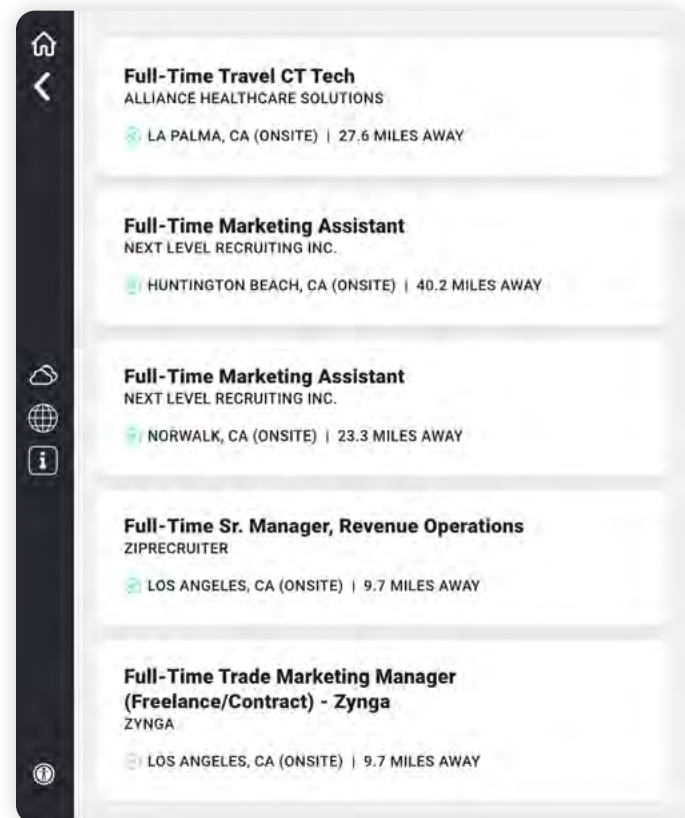
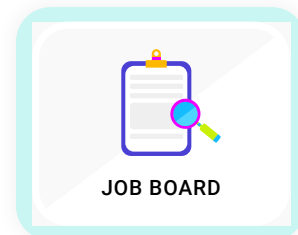
SAFE SHELTER

Assists those who are unhoused, experiencing domestic violence, and others looking for a safe place to stay. Lists shelters and temporary housing including types (e.g., women only, families, men only, etc.), locations, and wayfinding.



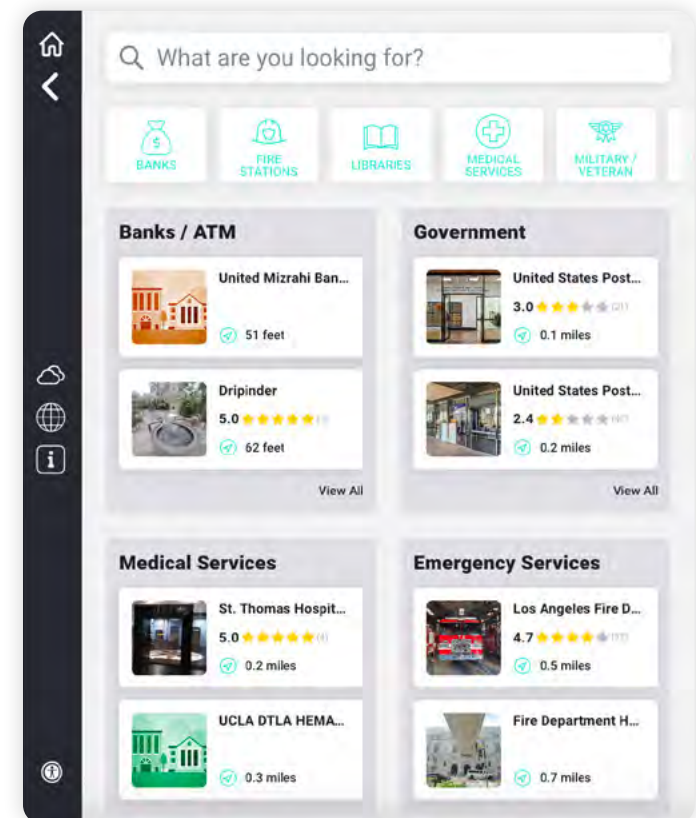
JOB BOARD

Automatically populates geolocated job opportunities via real-time feeds from multiple local resources. Listings can be filtered by category and type and include job descriptions and application instructions.



CIVIC RESOURCES

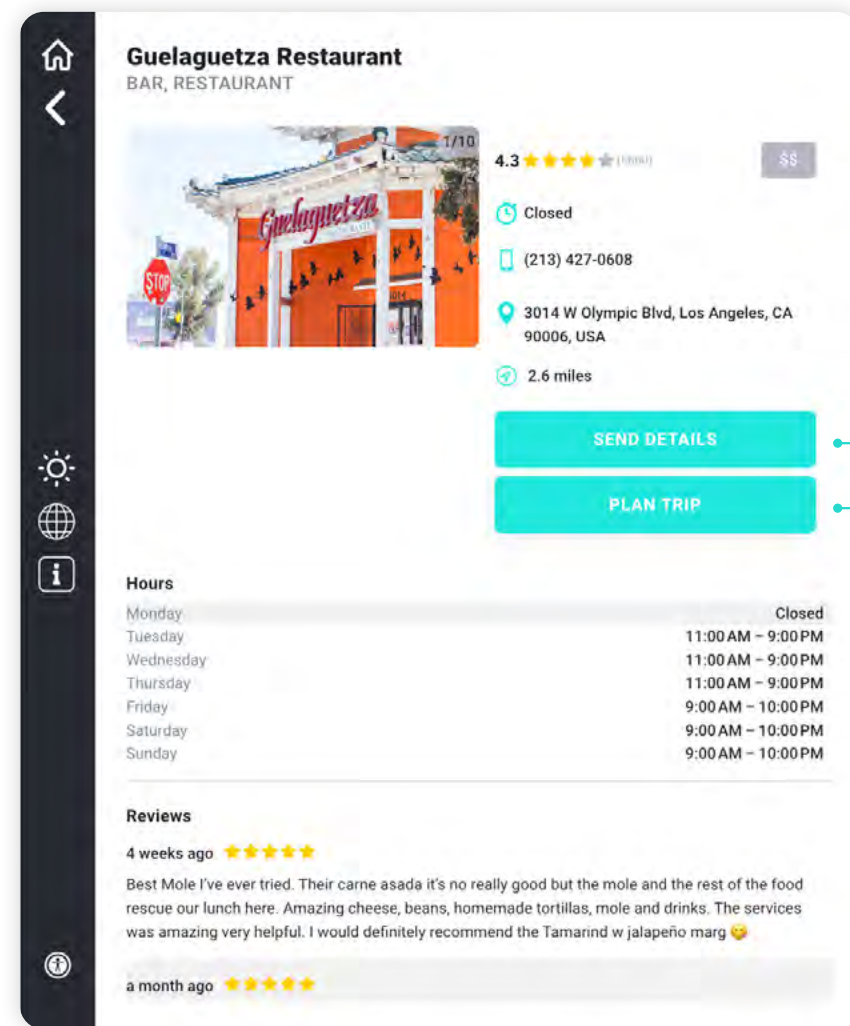
Listings of civic resources that serve the public include government buildings, municipal departments and services, 311 information, utility providers, police and fire stations, vaccination centers, evacuation assistance, and more.



MOBILE HANDOFF

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.

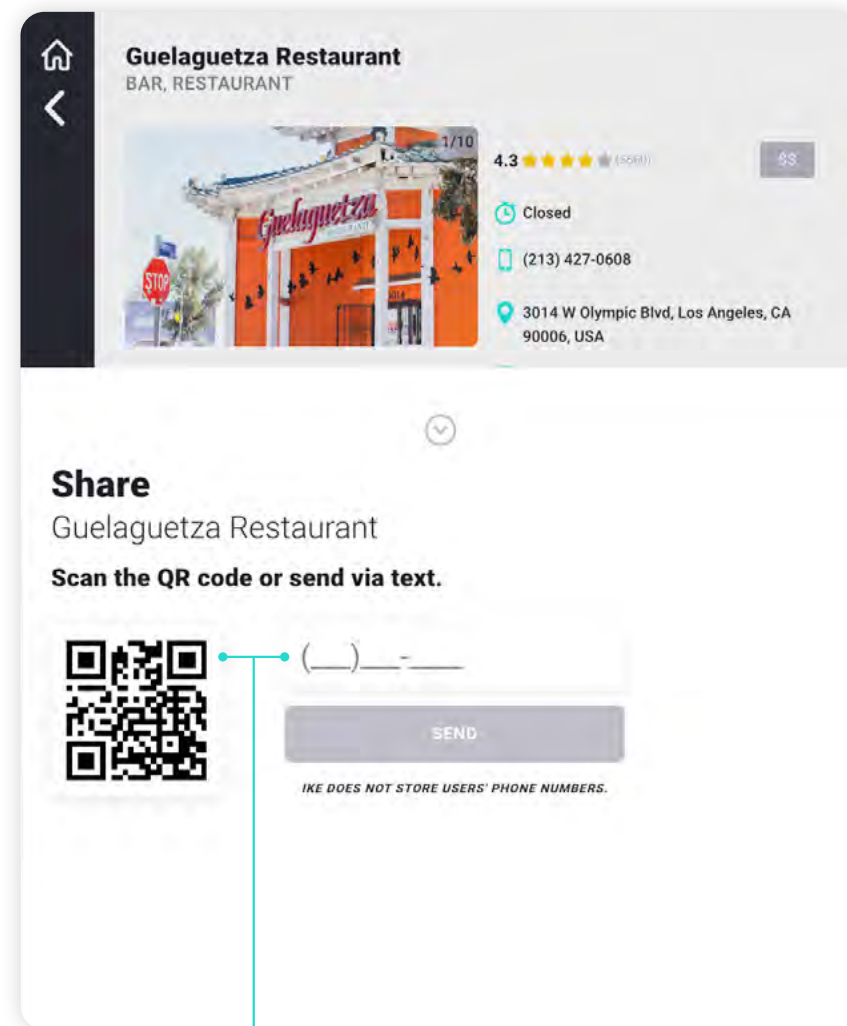
DIRECTORY CARD INFORMATION



SEND PLACE DETAILS TO MOBILE DEVICE

SEND DIRECTIONS TO MOBILE DEVICE

DIALPAD / QR CODE DRAWER ACTIVATED



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

MOBILE DEVICE MESSAGE



KIOSK CUSTOMIZATIONS

IKE reserves real estate for clients to brand the kiosk both on and off screen. The most effective kiosks balance a clean and appealing aesthetic with an inviting and engaging user experience.

BRANDING

Client's choice of logo or text branding will be applied to both faces of the kiosk. Custom ad panels can be created to welcome residents and visitors to the area with unique executions by neighborhood.

KINETIC LIGHTING

A palette of base light colors can be programmed to complement brand and city aesthetics. Colors can be changed to celebrate holidays, events, and more (e.g., pink for Breast Cancer Awareness Month, orange for Halloween).

CONTENT

Each kiosk is programmed with geographic coordinates and a customizable geofence. This allows IKE to automatically populate with content and businesses that are specific to the areas surrounding each kiosk location.

APPLICATIONS

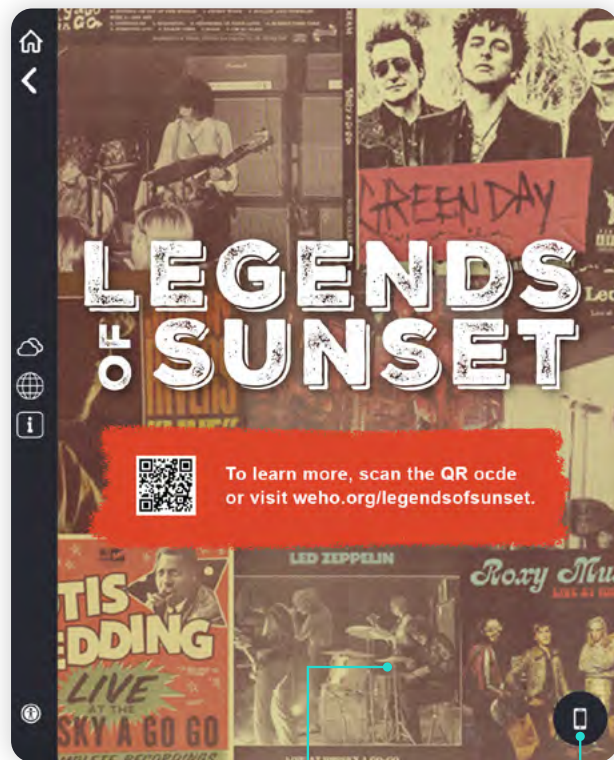
IKE offers a choice of three application tile design collections. Customization opportunities differ by collection but include accent colors, fonts, select application tile icons, dashboard welcome message, and local weather/time.



CUSTOMIZABLE CITY CONTENT

CITY POSTER APPLICATIONS

Cities are given dedicated and highly visible Poster applications to display custom messaging on IKE's home screen.

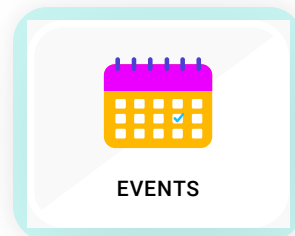


QR CODE TO MOBILE BROWSER

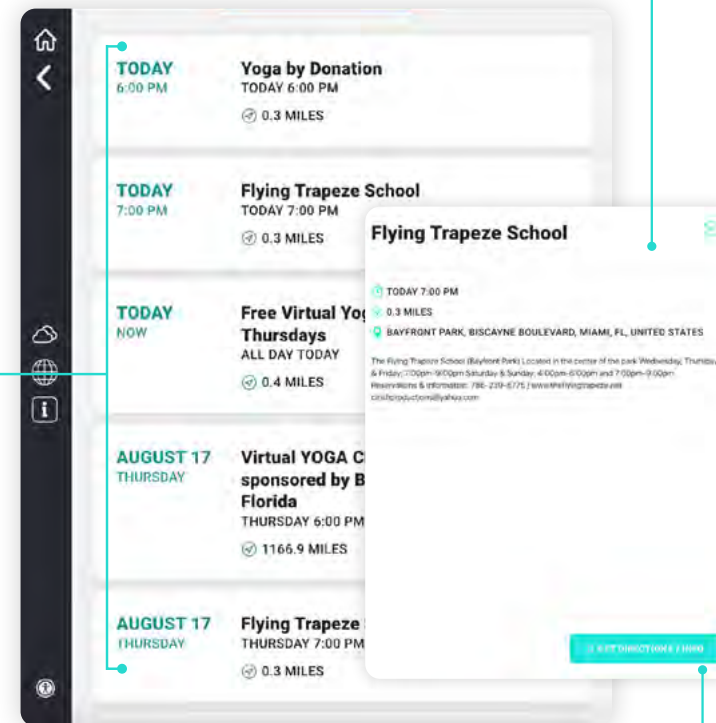
MOBILE EXTENSION

CITY EVENTS

The Events application integrates with any calendar of a city's choosing to promote local events.



EVENT DESCRIPTION AND DETAILS

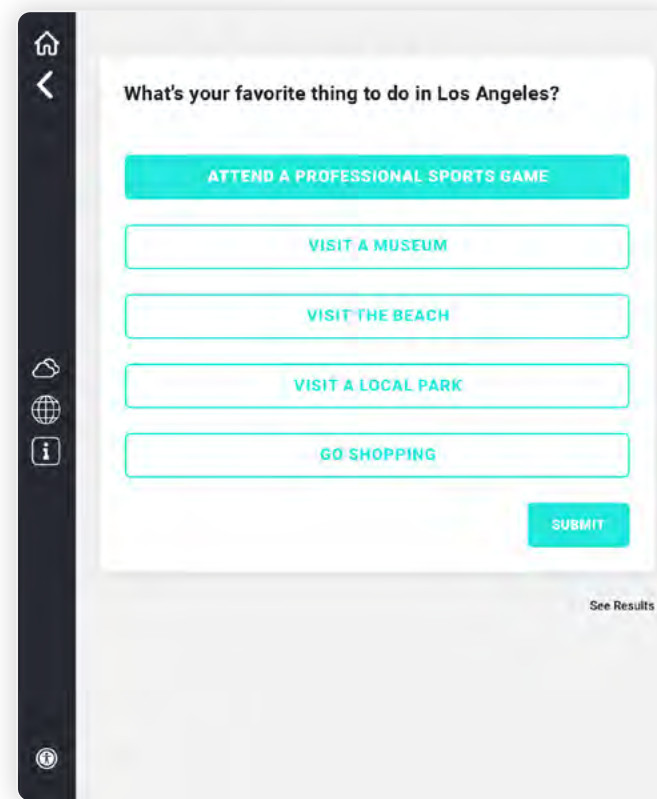


EVENT LISTINGS

MOBILE EXTENSION

CUSTOMIZABLE QUESTIONS

Survey Says allows a city to solicit feedback from the public. Results are available in a secure online dashboard.



CITY-BRANDED SELFIES

City partners are given exclusive rights to branded frames and stickers in the Photo Booth application.



CUSTOM STICKERS



BRANDED FRAMES

INTEGRATION WITH CITY SERVICES

IKE was developed to integrate seamlessly with other informational systems to both receive and distribute data. The City will have access to our proprietary, multi-tenant Content Management System (CMS) through a secure and easy-to-use web-based Dashboard.

- ▶ Accepts content 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
- ▶ Is easily updated through a multi-tenant, easy-to-use Content Management System
- ▶ Content is synced in real time

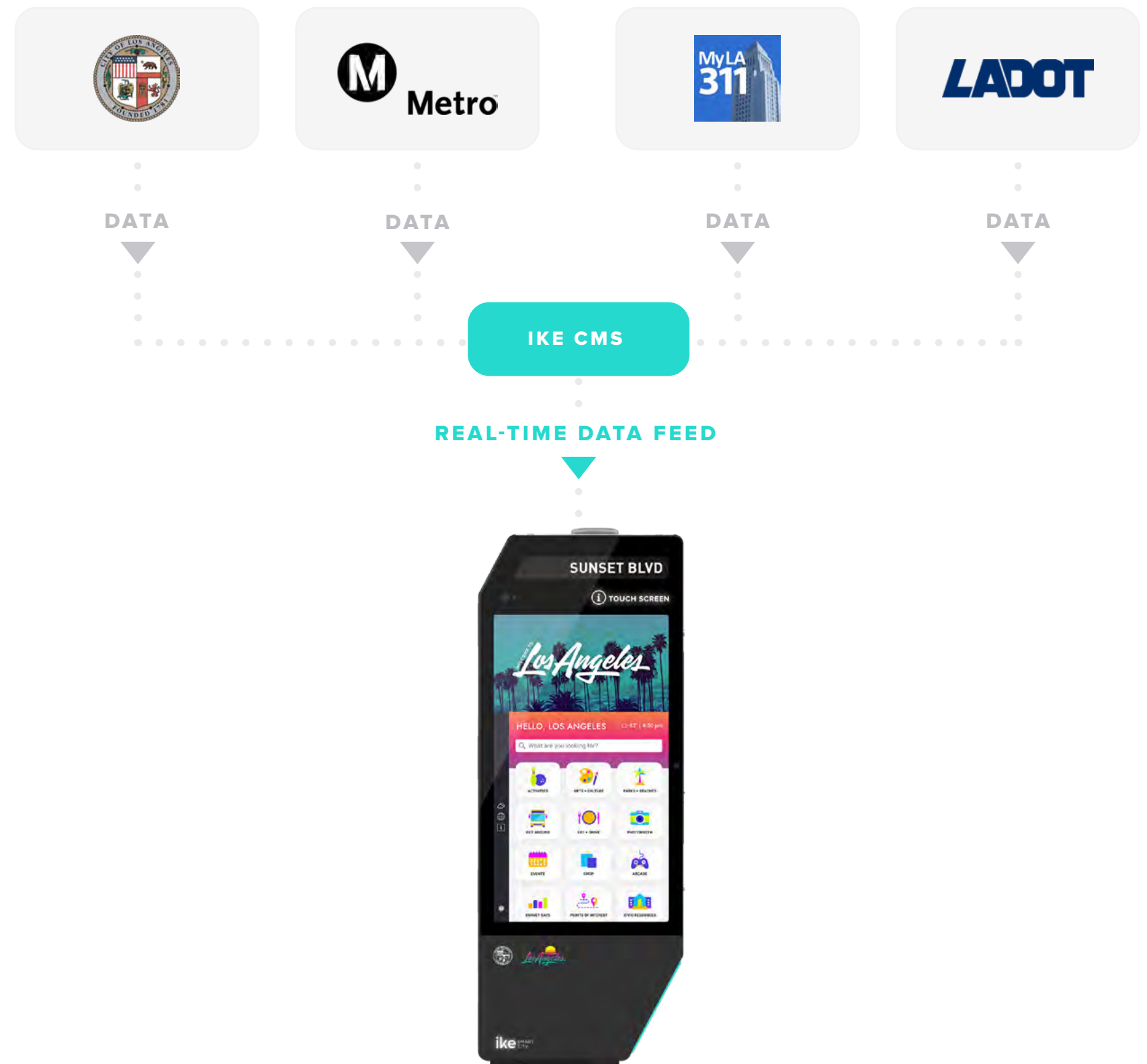
We believe that content is best managed by the IKE team, with oversight from our partners.

- ▶ 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

EXAMPLES OF OPTIONAL CITY FEEDS



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
- ▶ Businesses are easy to find with integrated wayfinding tools (mapping, transit options, and mobile handoff)
- ▶ IKE Directory listings are proximity-based by distance from the kiosk, and paid placement is not allowed

REDUCED RATE CARDS FOR SMALL LOCAL BUSINESSES

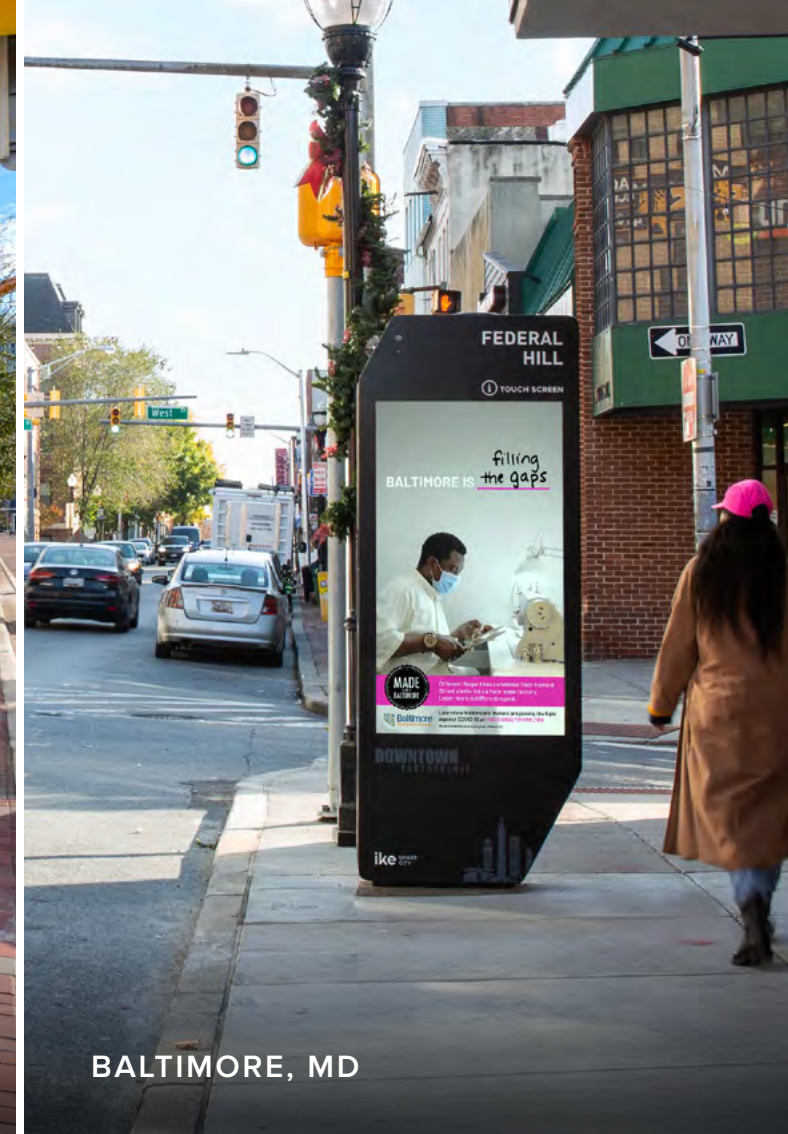
- ▶ IKE offers Small Businesses a fifty percent (50%) discount on applicable advertising rate cards
- ▶ The term “Small Business” shall mean a business headquartered in the City with annual gross revenue of less than \$1MM in the prior calendar year

COVID-19 #SUPPORTSLOCAL INITIATIVE

- ▶ When businesses were forced to close their doors to the public, we created #SUPPORTSLOCAL to provide them with free time on our digital screens, implementing a dedicated email address for requests and promoting the initiative through area BIDs, PR, and social media
- ▶ 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



TAMPA, FL



BALTIMORE, MD



BERKELEY, CA

LOCAL BUSINESS SUPPORT (CONT)

IKE reserves real estate for clients to brand the kiosk both on and off screen. The most effective kiosks balance a clean and appealing aesthetic with an inviting and engaging user experience.

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.

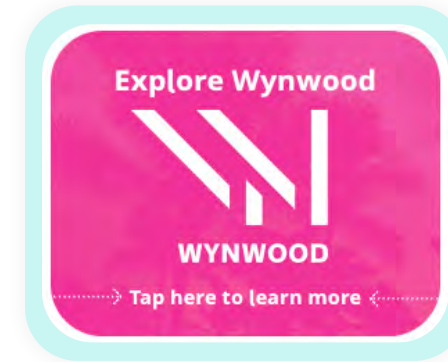


Wynwood is the first of many neighborhoods in Miami to install IKE Smart City kiosks, a City-wide initiative to help pedestrians better navigate around the city and support local businesses. There are over 400 businesses within the Wynwood Arts District alone, many of them small and locally owned, so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

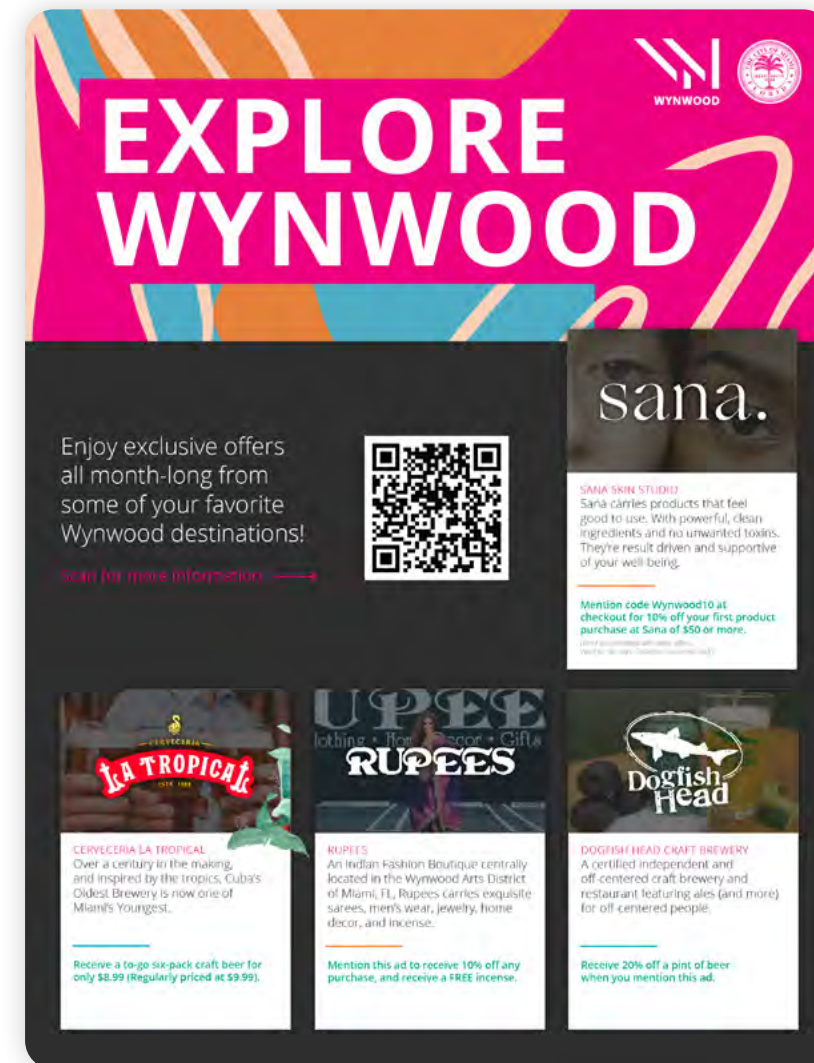


MANNY GONZALEZ

EXECUTIVE DIRECTOR, WYNWOOD BUSINESS IMPROVEMENT



APPLICATION TILE



POSTER

2026 WORLD CUP & 2028 OLYMPICS IN LA

IKE is an ideal platform to give a warm welcome to international visitors to Los Angeles, especially in preparation for the 2026 FIFA World Cup and the 2028 World Olympics.

IKE offerings during international sporting events:

- ▶ Multilingual interface directs non-English speakers to landmarks and events in their own language.
- ▶ Free Wi-Fi and mobile handoff provide internet access to those without a working data plan.
- ▶ Interactive maps and wayfinding software navigate visitors to venues and specific events.
- ▶ Custom apps give spectators real-time schedules and results.
- ▶ Highly customizable content creates an experience that is authentic to the surrounding neighborhood, no matter where you are in Los Angeles.
- ▶ Two-way communication system between the City and drivers/pedestrians conveys detours, rerouted traffic, and pre-games construction projects.
- ▶ Geolocated business directories drive discovery of local dining, shopping, and cultural attractions.



INCLUSIVE PLATFORM

MULTILINGUAL INTERFACE

- ▶ IKE is multilingual in more than 100 languages
- ▶ Users can choose their language from a list along the left side of the screen
- ▶ We do not rely solely on free machine translation tools like Google Translate
- ▶ Human interpreters translate interface elements to ensure that key words are correct and contextual
- ▶ Each kiosk can be programmed to reflect the predominant language spoken in the surrounding area

ADA COMPLIANT

- ▶ IKE is 100% ADA compliant and meets federally mandated requirements
- ▶ We are continuously evolving the platform based on ADA recommendations

BLIND/LOW-VISION ACCESSIBILITY

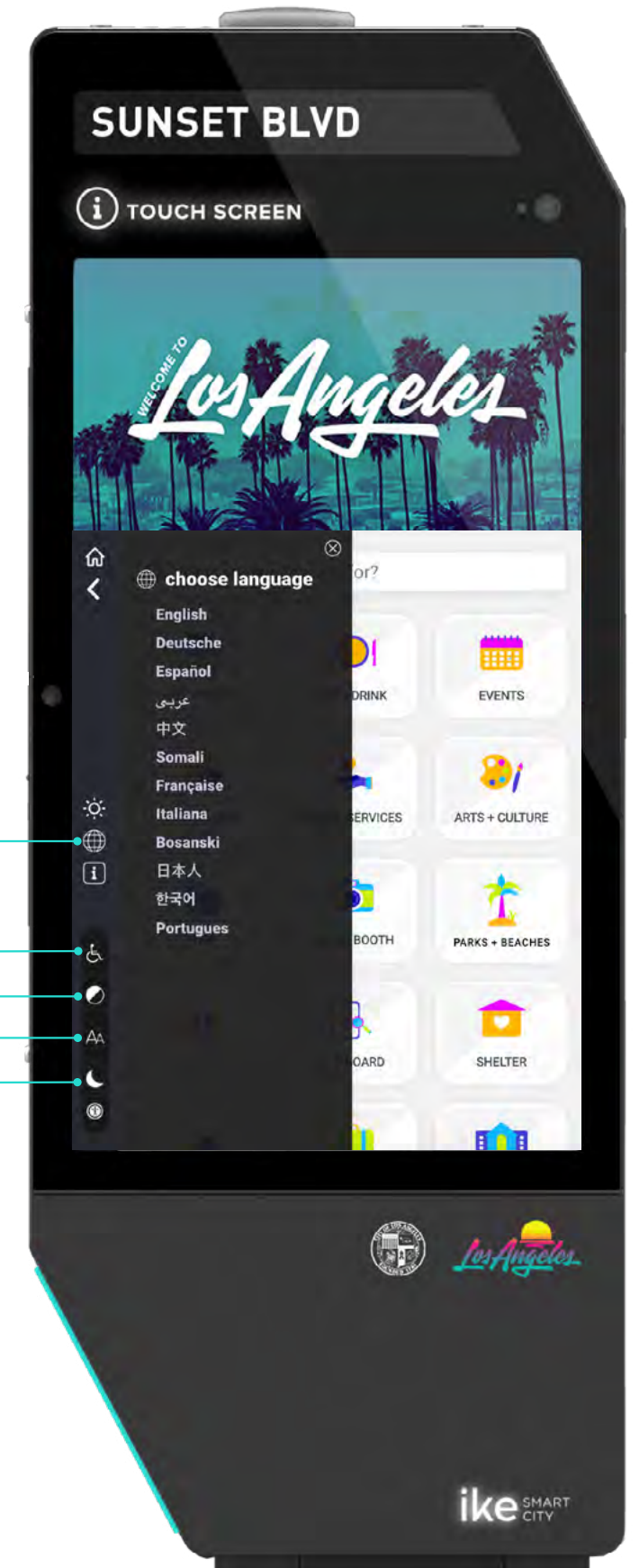
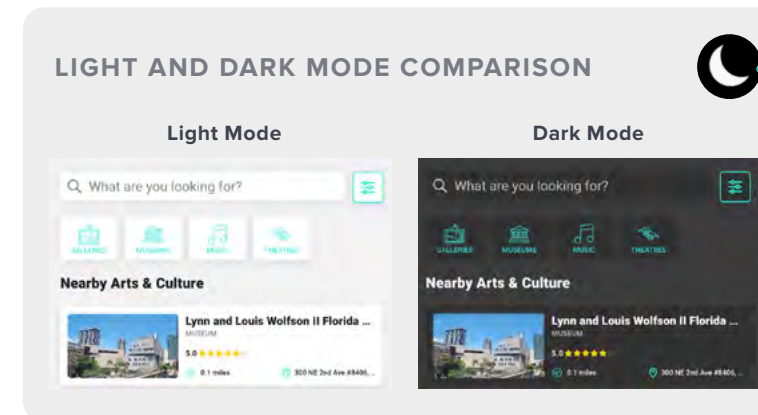
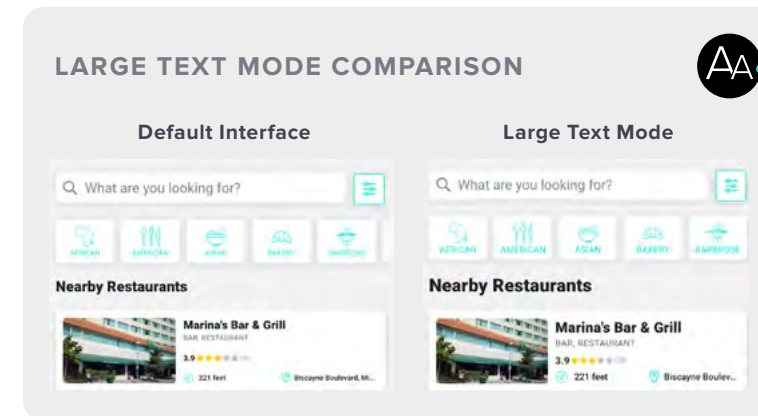
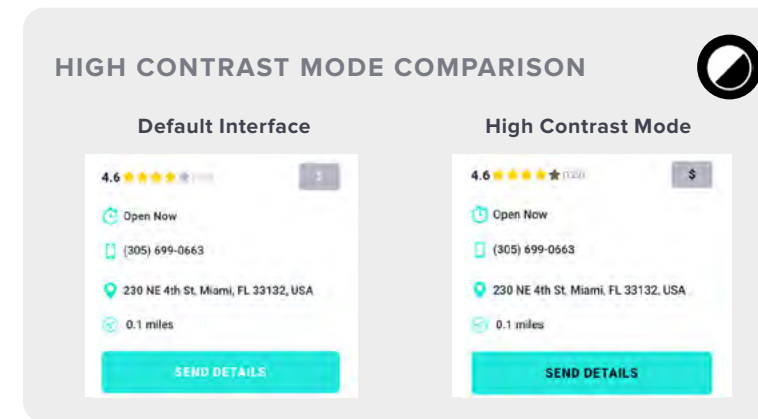
- ▶ IKE Smart City collaborated with the National Federation of the Blind (NFB) to develop a nonvisual access solution for IKE
- ▶ As a result, IKE's Product and Software team created a mobile handoff feature for blind and low-vision users

OPENS DRAWER FOR LANGUAGE SELECTION

VISUAL SUPPORT TOOLS:

WHEELCHAIR ACCESSIBILITY TOOL

Repositions on-screen content to lower reach



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. 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
- ▶ Records secure video of the caller and surrounding 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.

- ▶ 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



REAL-TIME WEATHER AND OTHER EMERGENCY MESSAGING

IKE is connected to the Integrated Public Alert & Warning System (IPAWS) All-Hazards feed, and 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



LOS ANGELES IKE NETWORK

2015

The Los Angeles Tourism & Convention Board begin to explore options for a digital kiosk and wayfinding initiative. They aim to develop a kiosk program that drives local discovery and provides resources for visitors and residents. LA Tourism and IKE enter a partnership to bring this technology to Los Angeles.

DECEMBER 2020

In anticipation of the Street Transit Amenities Program (STAP), Public Works directs StreetsLA and the City Tourism Department to finalize an MOU setting program standards and distancing requirements between STAP and kiosk elements.

SEPTEMBER 2022

City Council approves the Street Transit Amenities Program (STAP) contract to install 3,000 transit-stop shelters and 450 shade structures across the city. When finalized, the STAP contract specifically carves out the tourism kiosk program, and the STAP program's CEQA documentation references tourism kiosks as a follow-on program for advertising in the public right-of-way.

APRIL 2023

City Council votes to direct the City Tourism Department to draft and release a Request for Proposals for digital kiosk technology. IKE begins extensive community outreach efforts to fine-tune the program to community need with the intent to bid on the upcoming RFP.

WHAT'S NEXT?

CTD, LA Tourism and IKE have worked with, and will continue to coordinate with, StreetsLA and the Board of Public Works to ensure the IKE program is deployed cohesively with STAP and with their future street furniture vendor. Because IKE is privately funded and shovel-ready, the IKE program can provide near-term revenues to the city while the STAP program is further developed.

LA Tourism and IKE hope to deploy between 300-500 IKE kiosks in the City of Los Angeles. IKE will pay all costs associated with fabrication, installation, operation, and maintenance of the kiosk network.

No investment is required by the City or LA Tourism.

CIVIC REVENUE SHARE

IKE initially proposed sharing 45% of the net revenues generated with the City. Under this proposal, the City is projected to receive:

- ▶ **\$410 million** in total over 20 years
- ▶ **\$18 million** on average each year over 20 years



SUPPORTED BY THE COMMUNITY

The concept of a digital kiosk network has broad support across community groups, including business owners, pedestrian and bike safety advocates, downtown associations, artists and curators, and organized labor. Here is a sampling of the individuals and organizations who have voiced their support for IKE Smart City in Los Angeles:

- ▶ BikeLA
- ▶ Boyle Heights Chamber of Commerce
- ▶ Central City Association of Los Angeles
- ▶ Diana Nawi, independent curator, co-curator of Made in L.A. 2023
- ▶ Downtown Los Angeles Chamber of Commerce
- ▶ Equality California
- ▶ Greater Los Angeles African American Chamber of Commerce
- ▶ Hammer Museum
- ▶ Hollywood Chamber of Commerce
- ▶ International Brotherhood of Electrical Workers, Local 11
- ▶ Josh Trifunovic, Owner of Rocco's Tavern
- ▶ Koreatown Youth + Community Center
- ▶ LA Fashion District BID
- ▶ Los Angeles County Federation of Labor
- ▶ Los Angeles LGBTQ Chamber of Commerce
- ▶ ONE Archives Art Gallery
- ▶ Residency Art Gallery
- ▶ San Fernando Valley Young Democrats
- ▶ Streets Are For Everyone (SAFE)
- ▶ Trustee David Vela, Los Angeles Community College District Board President
- ▶ United Way of Greater Los Angeles
- ▶ Valley Industry & Commerce Association



Imagine that.

bmo.com/hello



BMO



Member FDIC

SILVERCAST

Argyle Av

PANTAGES

Advertisement for the musical 'Mamma Mia!' featuring a woman's face and the text: 'MAMMA MIA! THE SWASHBUCKLING MUSICAL ABBA NOVEMBER 11 - DECEMBER 1, 2023'.

GIRL FROM THE NORTH COUNTRY MAY 14 - JUNE 2, 2024

Los Angeles









THANK YOU

CLAY COLLETT

Senior Development Director
ccollett@IKEsmartcity.com

JIBRAN SHERMOHAMMED

Vice President of Development
jibran@IKEsmartcity.com

JESSICA YAS BARKER

Development Director
jbarker@IKEsmartcity.com