

Smart City Signage

Powered by BoldVu®

Smart City Initiatives

Improve

Traffic management, public safety, waste management, parking, connectivity & mobility

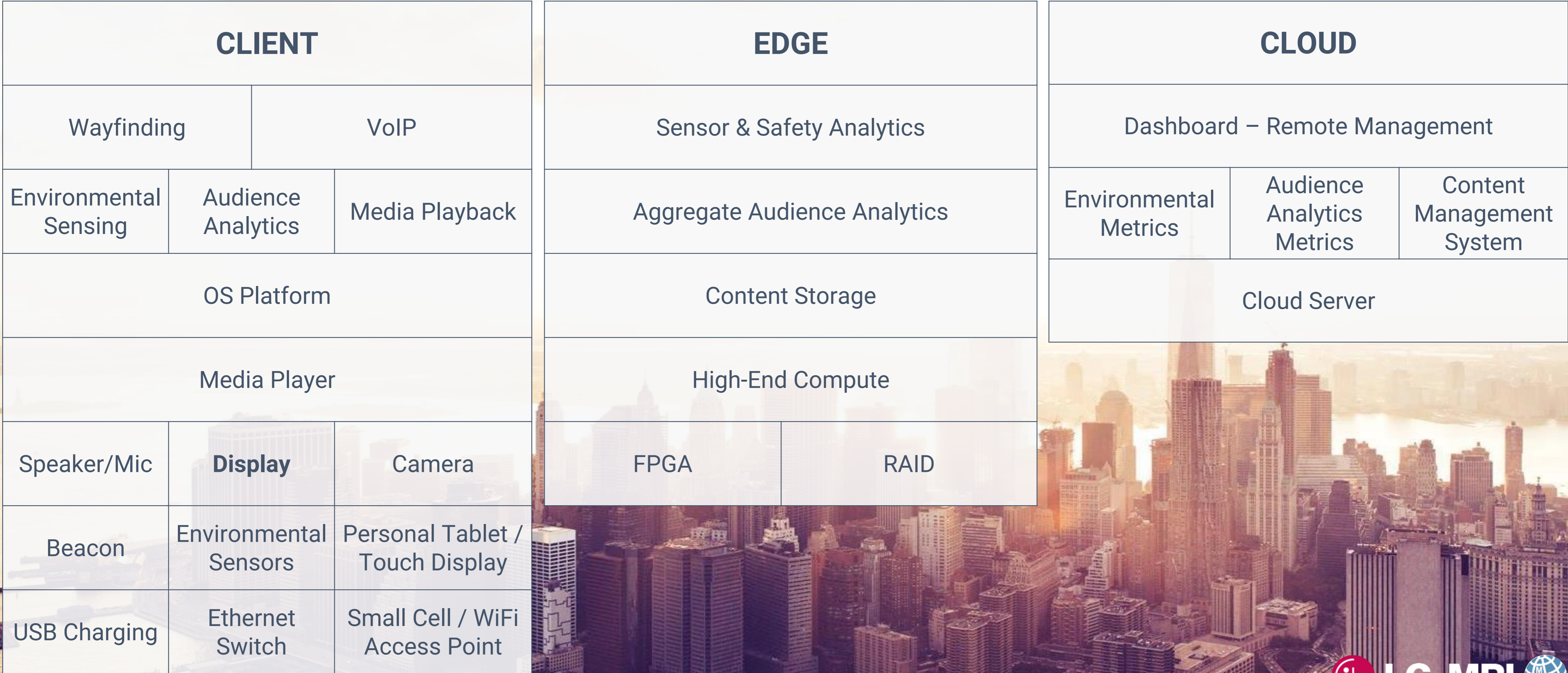
Attract

Business investment, education, talent, leisure & tourism, citizen engagement

Optimize

Revenue generation, waste reduction, public services, job creation, data collection, city communication

Smart City Kiosk System Architecture



Smart City Alignment

Long Contract Lengths (5-25 years)

BoldVu Panels perform reliably and consistently for 10+ years

Strongly Funded by Advertising

BoldVu Panels carry the industry's best performance track record and the only visual performance guarantee

BoldVu Panels ensure that advertising rate cards are maximized and consistently maintained for the full duration of the municipality contract

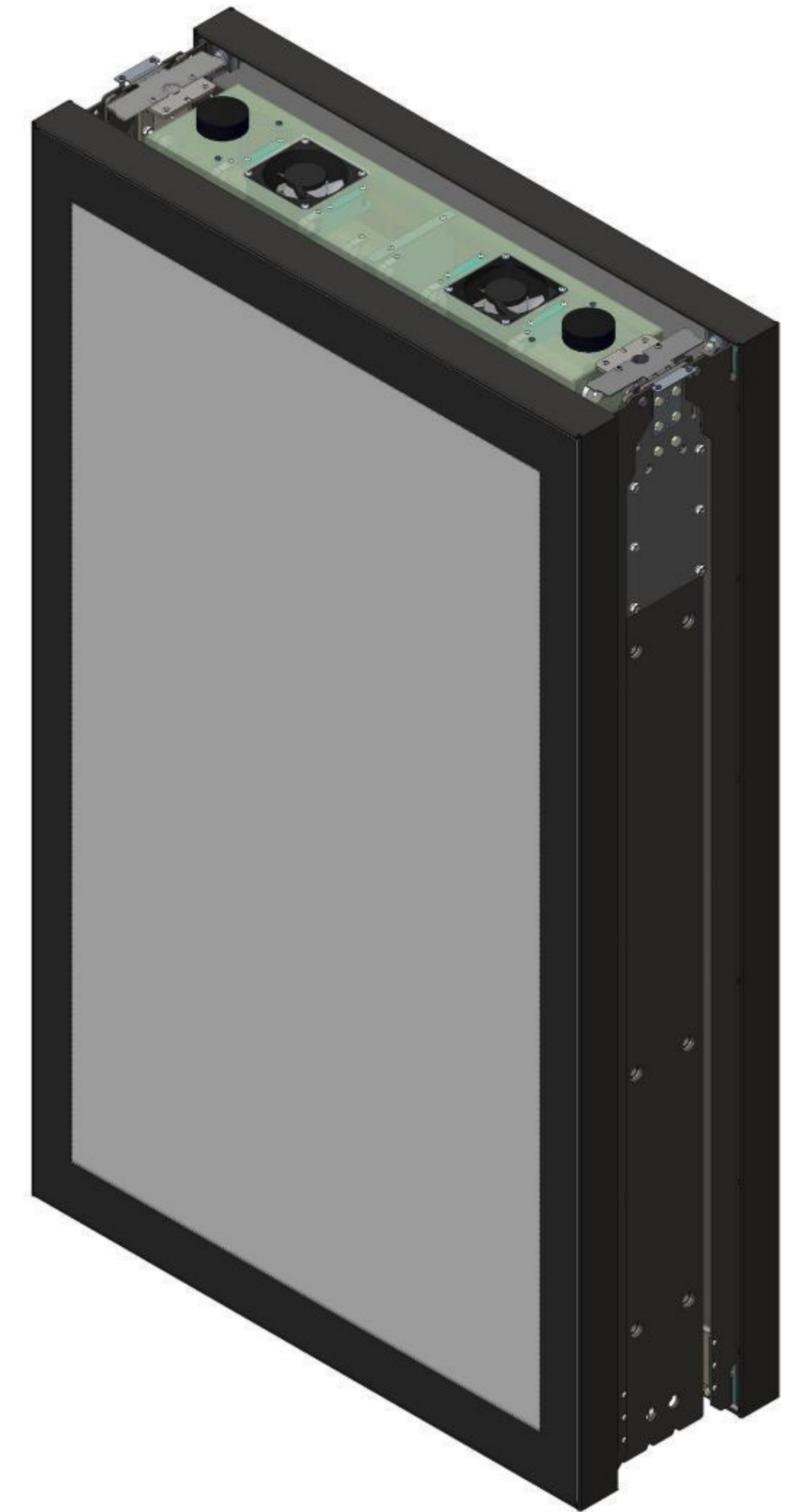
BoldVu® Panels

- Engineered for outdoors & direct sunlight
- Single/Double-sided configurations
- Touchscreen options
- Sealed chassis, no air filters, no regular maintenance
- House, power, and cool connected devices
- Designed, engineered, fabricated and assembled in the USA



BoldVu® Panel Design

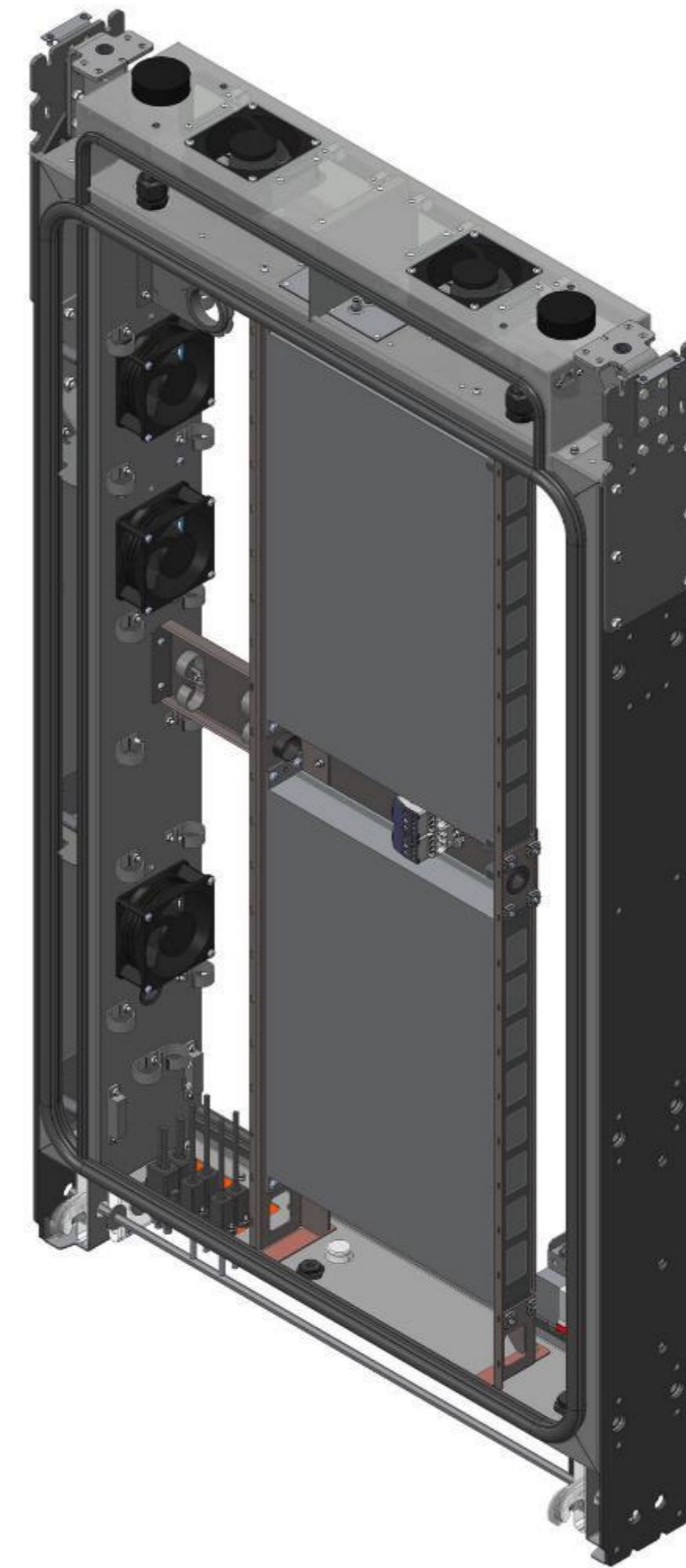
- Up to two display faces can share a common electronics chassis and thermal management system
- Unit is weather-proof, vandal-proof, self-cooled, and has its own power conditioning center
- Capacity to house, power, and cool peripheral devices inside the electronics chassis – no need for additional chassis
- Externally housed devices can be powered through the display



BoldVu® Panel Design

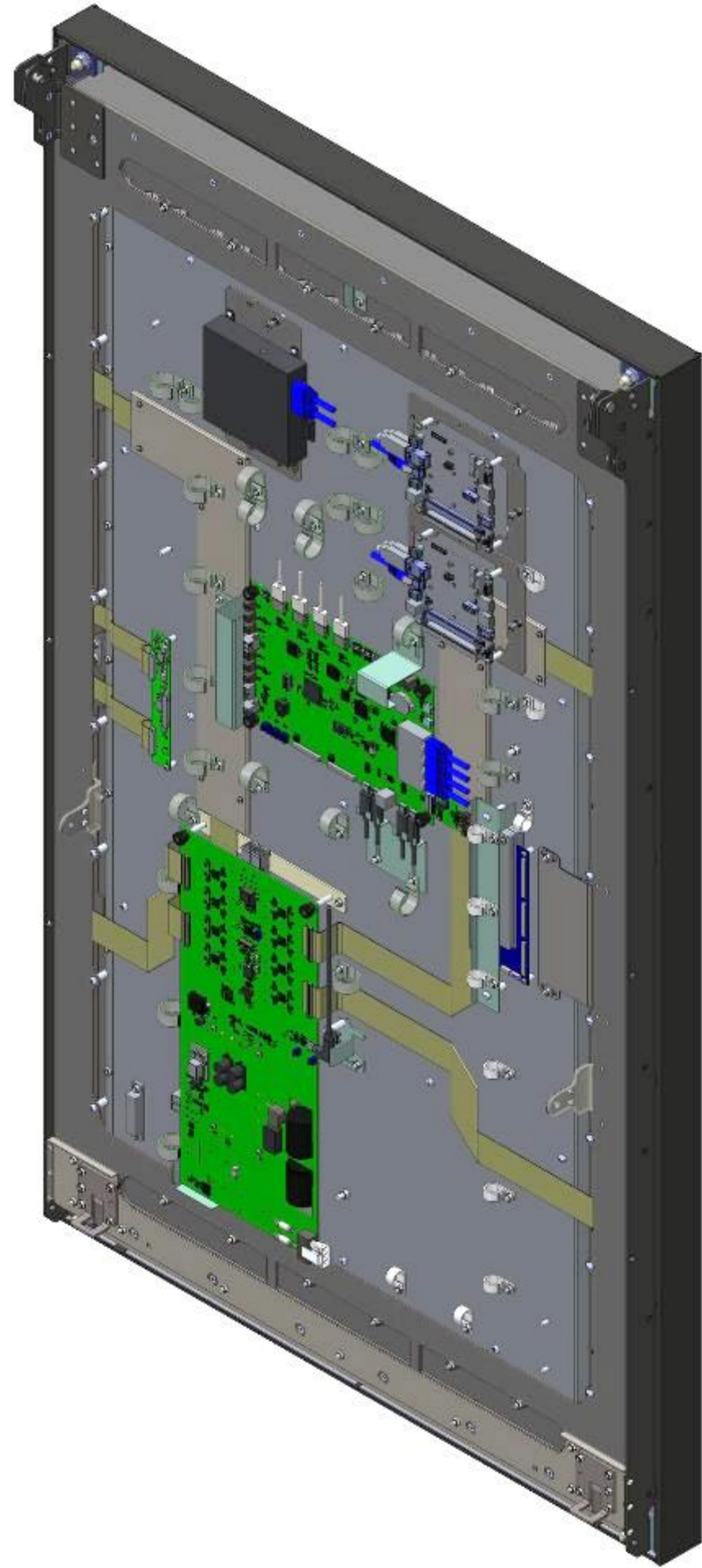


Hinges open on both sides
for internal access

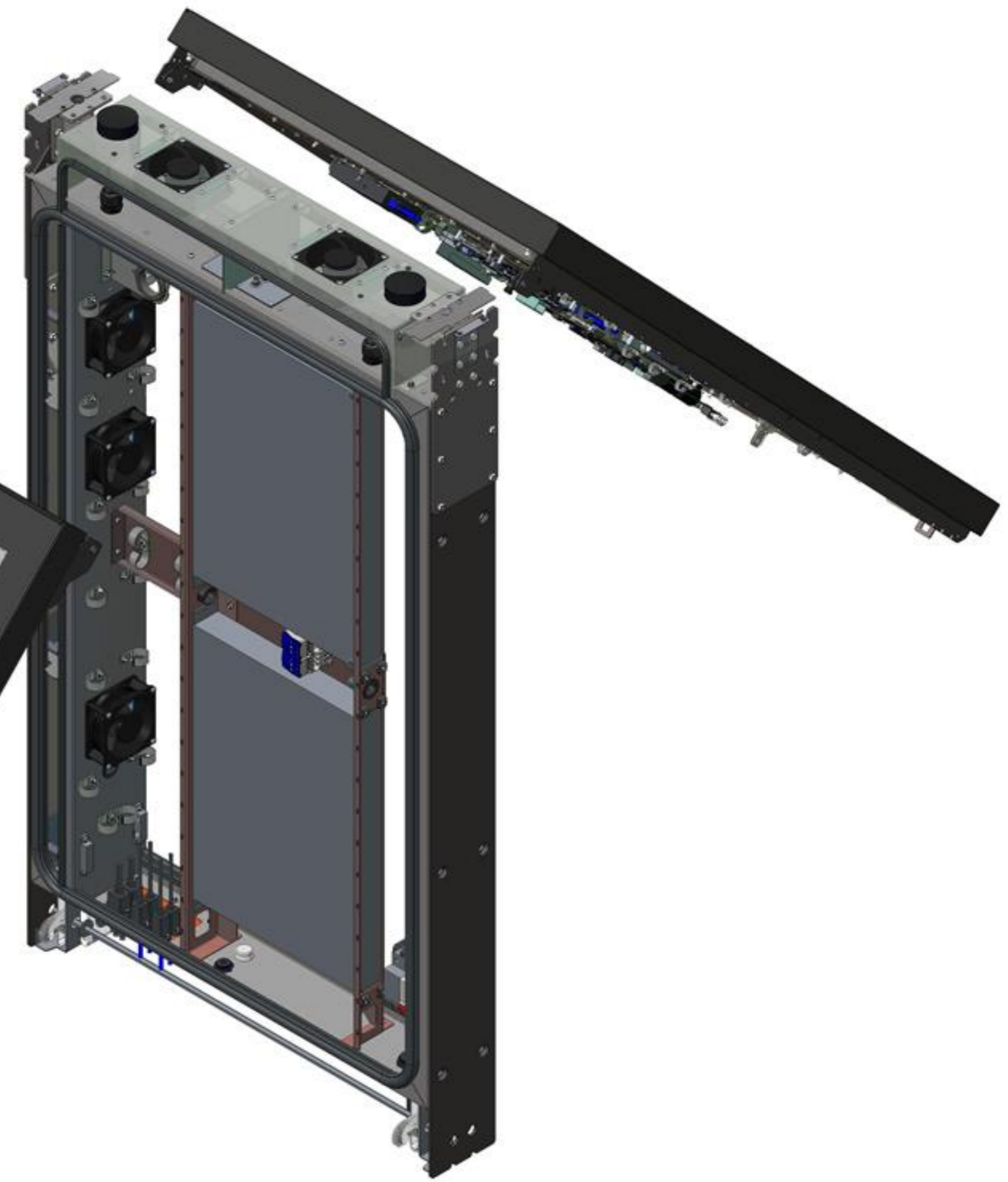


Center mounting rack &
I/O for peripheral devices
(2) RETMA 1U Rack Units

Side Assembly



Core panel circuitry mounted to Side Assembly



Side Assemblies are individually removeable/replaceable

Peripheral Integration

- Media player
- Modem
- WiFi Access Point
- M2M device
- Fiber to ethernet
- Camera(s)
- Ethernet router
- Ethernet switch



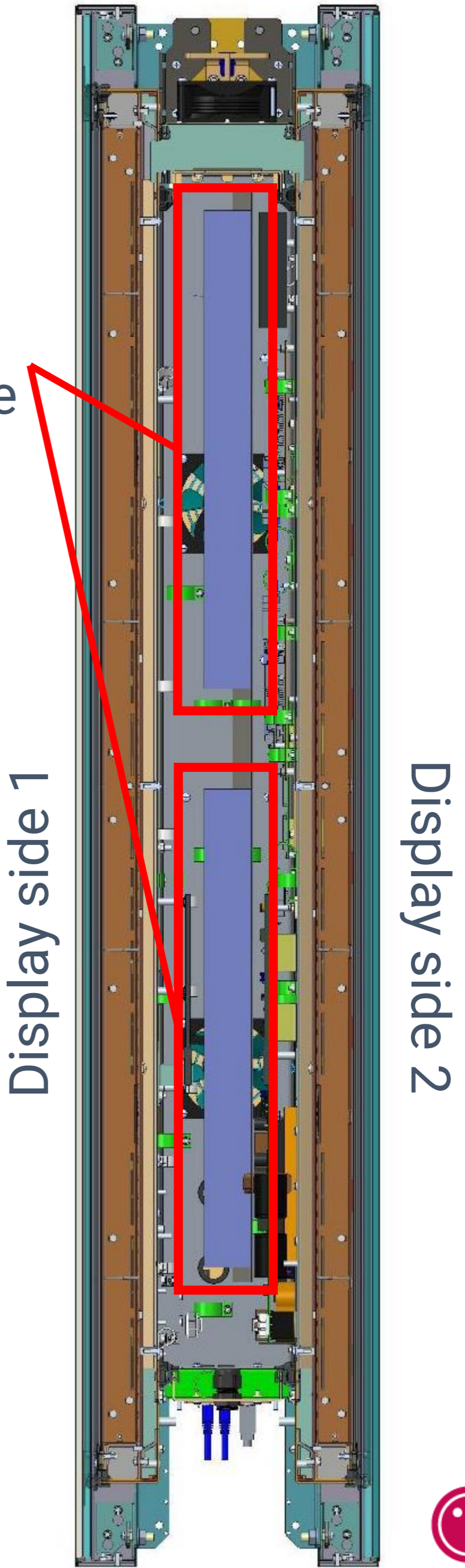
Mount space and power available inside BoldVu chassis

- Environmental sensors
- USB charging station
- Small cell
- Personal touchscreen



Housed outside and powered through BoldVu panel

Peripheral Mount Space



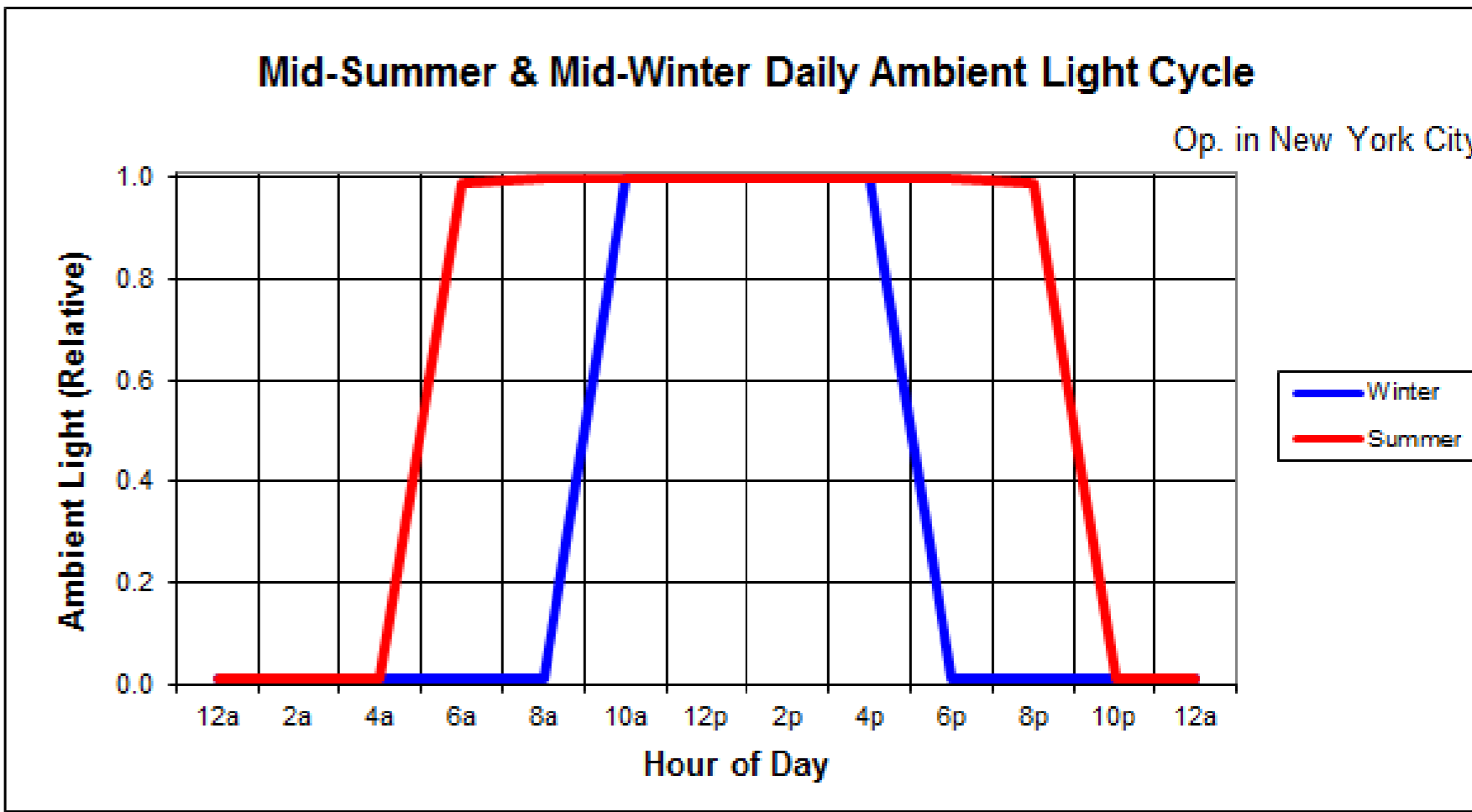
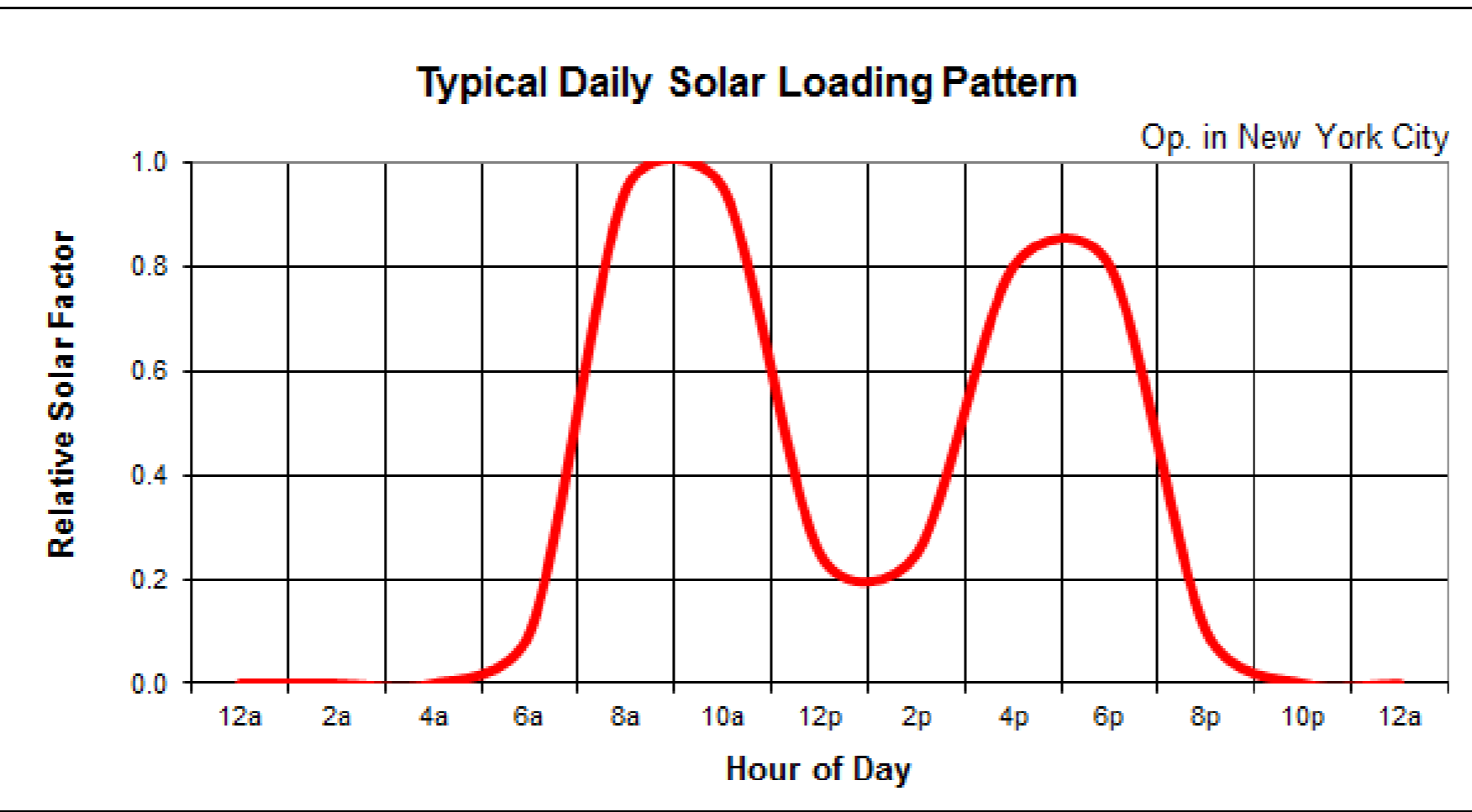
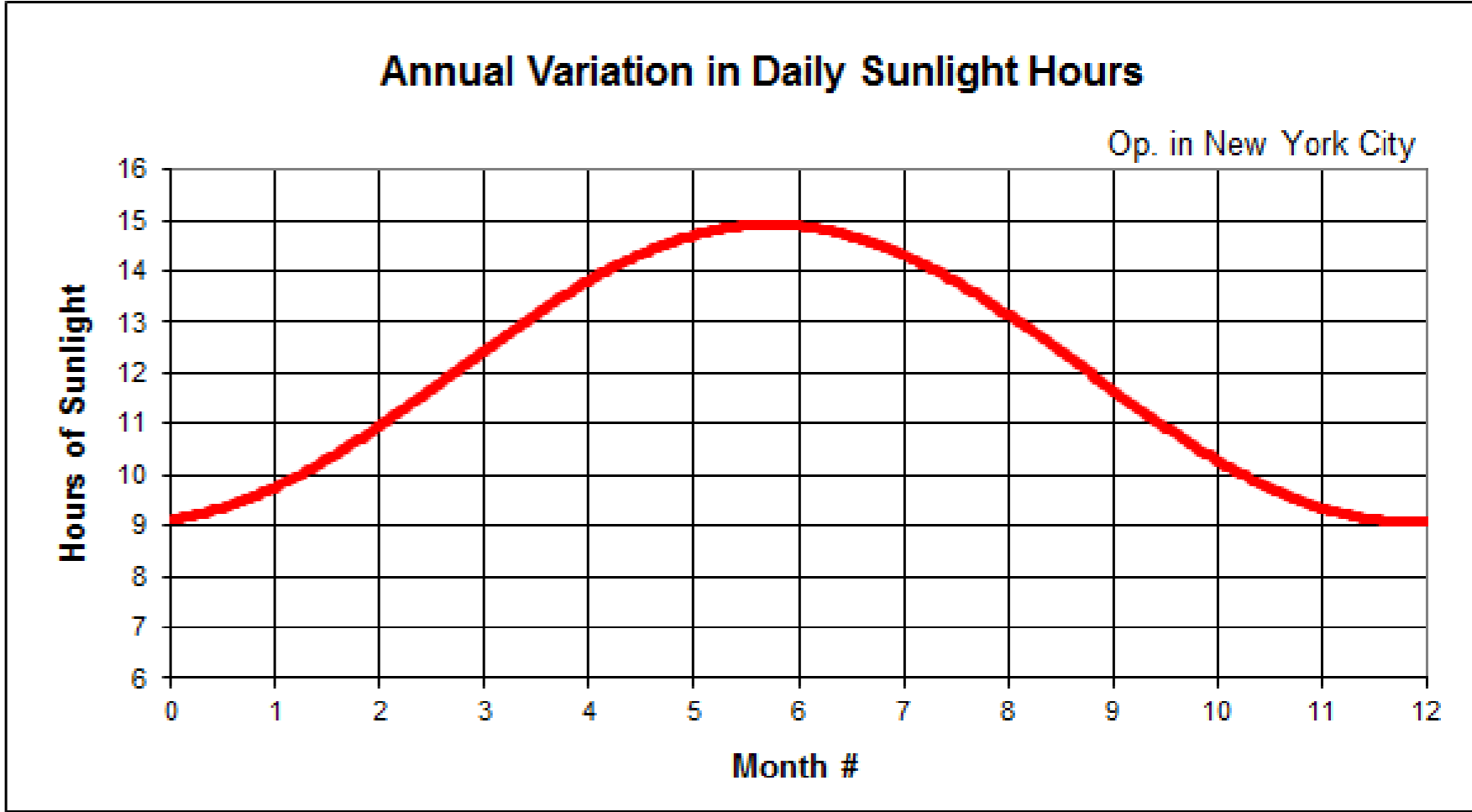
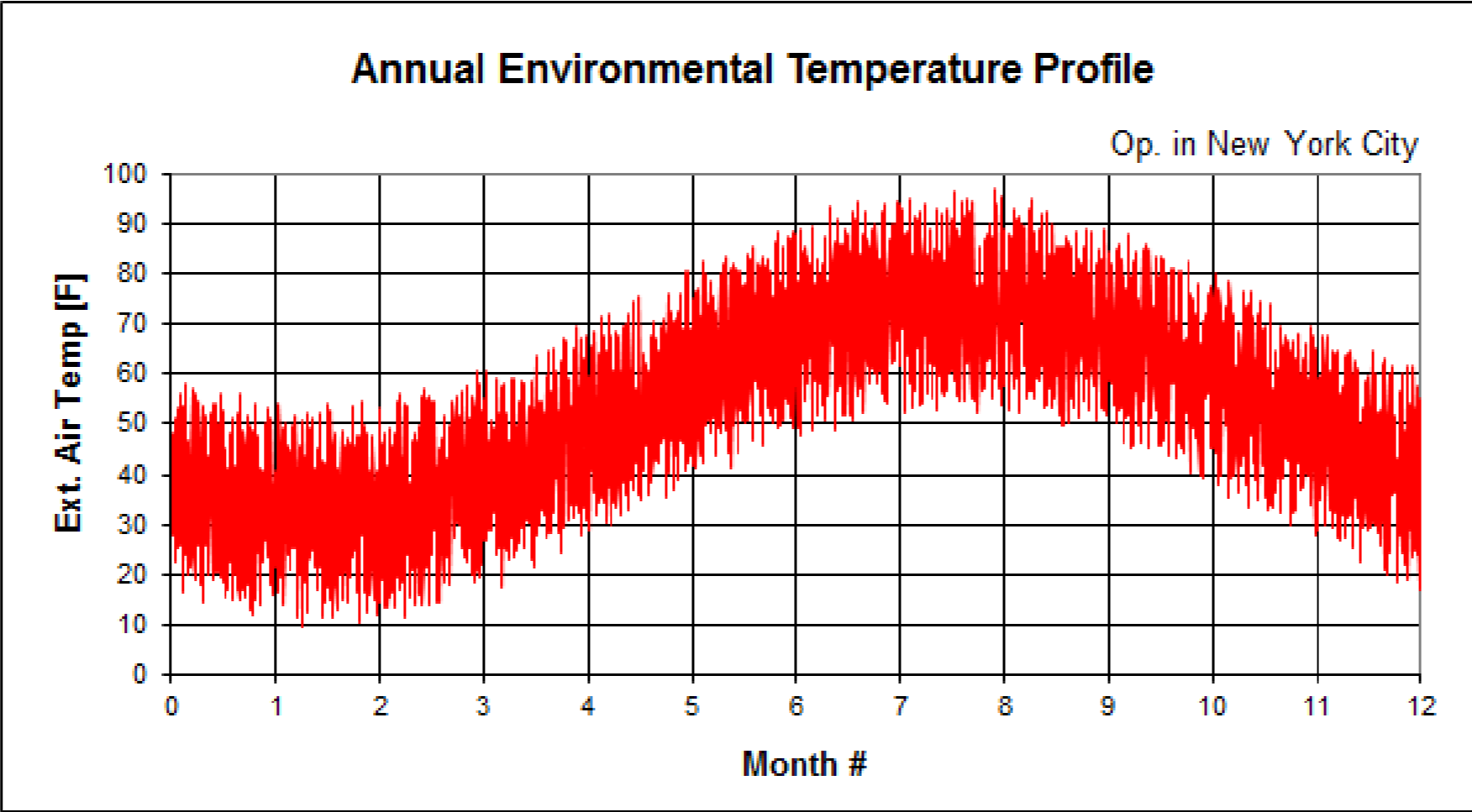
15-Year Backlight Performance Analysis

Location:
New York City

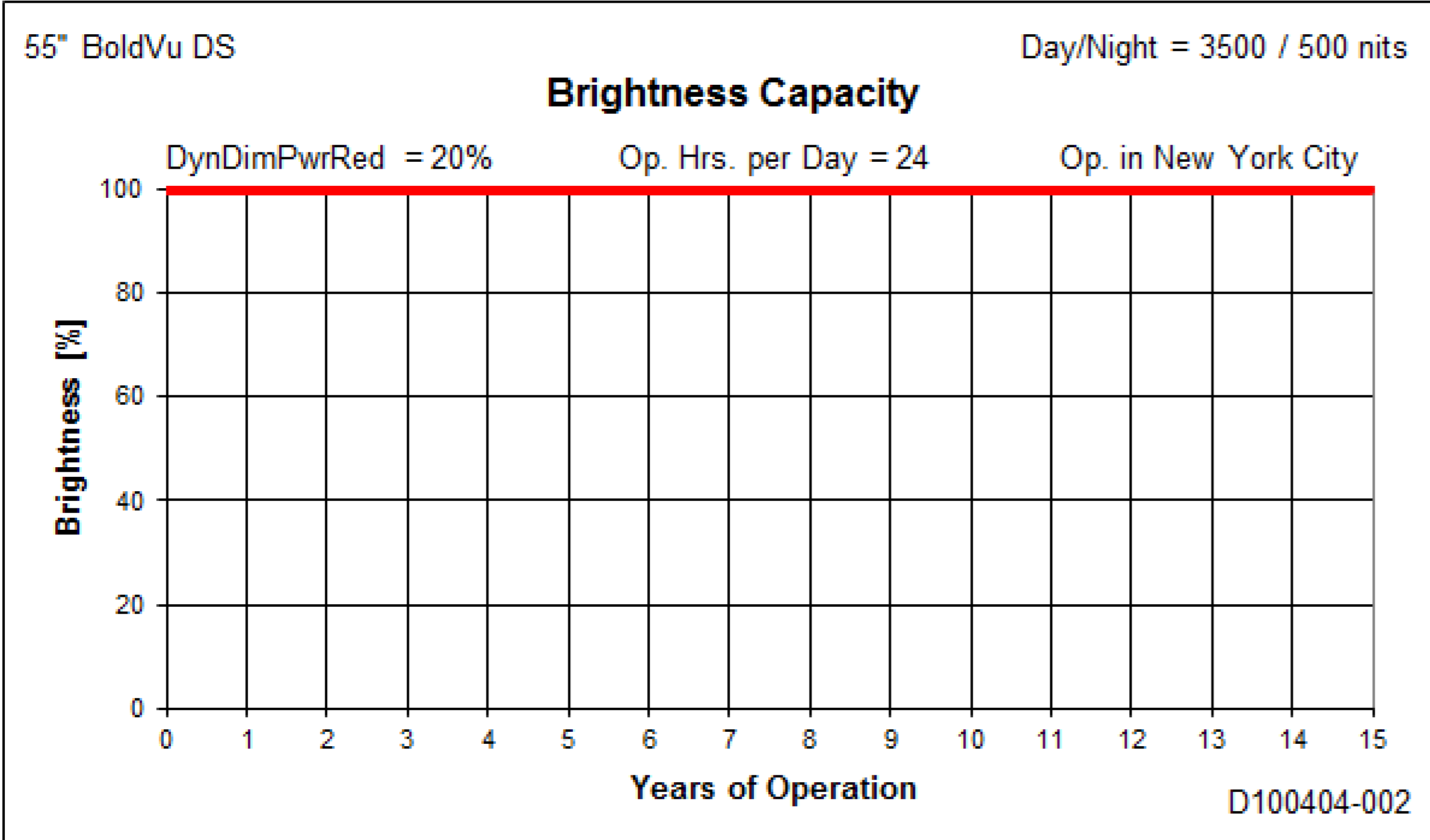
Luminance:
3500 nits (day)
500 nits (night)

Environment:
Fully-exposed outdoor
East/West facing

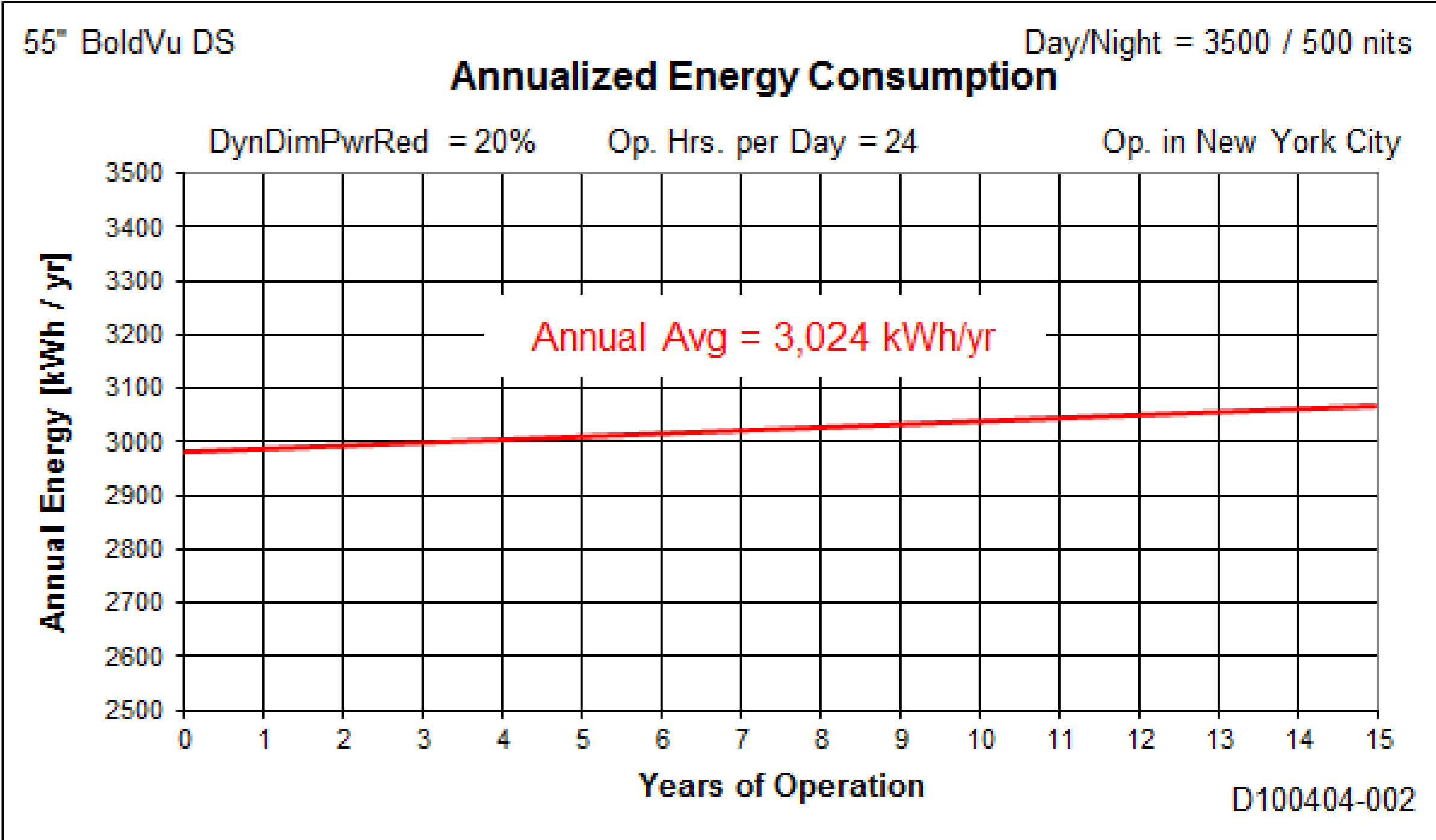
Product:
55" BoldVu Double-sided



15-Year Backlight Performance Analysis



Display maintains luminance capacity over 15 years



<4% increase in power consumption over 15 years

Smart City Benefits

Media Advertising

Generate jobs and revenue

Location-based, digital advertising revenue

Jobs created to build, install, and maintain kiosks

Self-sustaining digital network

Citywide Alerting

Promote public safety

Real-time emergency messaging

Security cameras available

Emergency calling

Public Connectivity

Enable access to information

Public high-speed internet

LTE small-cell support

Bluetooth beaconing

VOIP

Data & Analytics

Value-added insights

Environmental sensors

Pedestrian and traffic analytics

Parking, lighting, waste management optimization

Concierge & Information

Citizen engagement

Transit information

Real-time arrival & departures

Interactive wayfinding

City events and points of interest



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