

## SMART BENCH STICK

**NBUD**  
NEWTONBROWNURBANDESIGN

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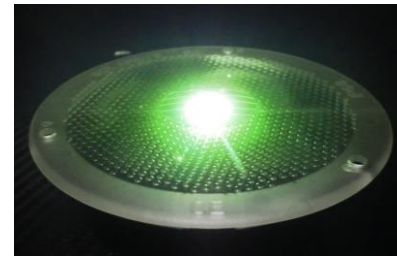
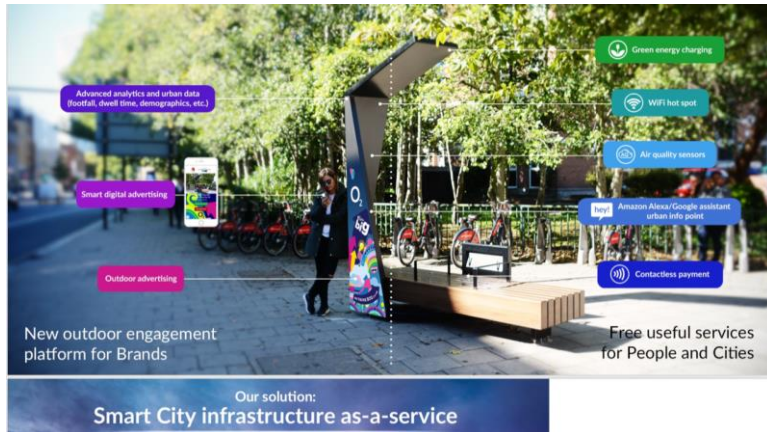


# THE POWER IS ON

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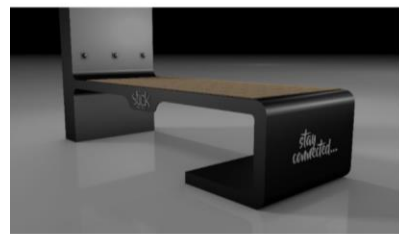


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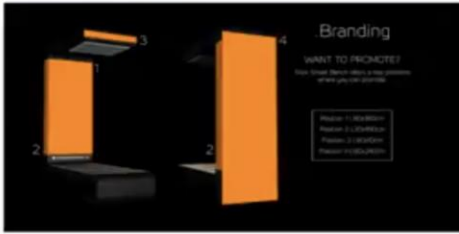


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# Outdoor Advertising Platform



**BENEFITS:**

- Using the bench as advertising platform for a particular brand
- Leasing the ad space to third parties
- Posting Public Information (intrinsic value for citizens)

\*Having large smart solar bench eco-infrastructure will increase the revenue, exposure and impact.



# Wi-Fi Analytics and Monetization

...Wifi Value Added Services...

# Smart City Platform



**Multi-functional Smart City Platform :**

- Environmental (temperature, humidity, air pressure, ambient noise)
- Gas (CO, NO2, O3, SO2, N2S)
- Particles (particle monitor, respiratory irritants)
- Automated source of information (transportation schedules, city-wide directions)
- Traffic density detectors
- Storm Alert Systems



# Dynamic Advertising – DSP (demand-side platform)

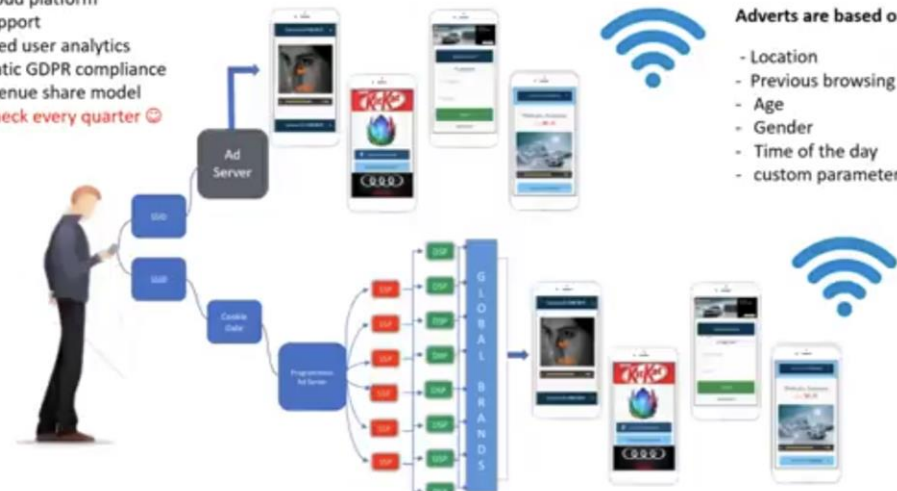
...Guaranteed additional revenue stream for your business...

**WHAT YOU GET?**

- Free Cloud platform
- Free support
- Advanced user analytics
- Automatic GDPR compliance
- Fair revenue share model
- **A paycheck every quarter** 😊

**Adverts are based on:**

- Location
- Previous browsing history (interests)
- Age
- Gender
- Time of the day
- custom parameters





# Features & Specification

Regular benches that you see in your neighborhood are dull and static, offering nothing else but a place to sit down and wonder. No city ever has enough seating, right? Installing innovative Smart Solar Benches that offer free charging services for your phone or tablet, access to a Wi-Fi network and LED light during the night will definitely improve visitor's frequency and satisfaction.

Supporting the concept of Smart City, our Lightinus Smart Solar Bench is a green energy platform that provides economic, social and environmental benefits. It can integrate a cloud platform combined with various hardware solutions to gather data from the environment, include CCT camera and SOS button for public safety, offer a Smart Wi-Fi platform to enhance the user experience and offer valuable insight for private and public operators on consumers' needs and preferences and much more...

- Features:**
- Solar Power Autonomy (3-5 days)
  - Quality Built Materials (stainless steel, aluminium, wood, IP 65 protection and anti-corrosion)
  - Easy to install (2 days)
  - Available Ad space
  - Protection cover against bad weather
  - Working temp. (-20 °C to +50°C)

- Standard Specification:**
- Solar panel (140 -160 W)
  - Solar Battery AGM VRLA (100 - 125 AH)
  - Controller MPPT 75/15
  - LED light (20 – 40W)
  - Wi-Fi 3g/4g router
  - USB chargers x 3
  - Wireless charging pads x 2
  - Colour: Original comes in black

- Dimensions:**
- Length: 2203 mm
  - Width: 750 mm
  - Height: 2381,5 mm
  - Weight: 320 kg

- Customisation:**
- Smart Wi-Fi Platform
  - Customization of charging ports
  - Industrial digital displays
  - Themed Branding
  - SOS button/Emergency line
  - CCT camera
  - Data gathering (e.g. environmental sensors)
  - RAL colour options (all colours available)



# Applications

- Cities and Municipalities
- Parks
- Shopping Malls
- Airports
- Squares and Public Office Compounds
- Telecommunications
- Private Companies
- Real-Estate Projects
- Solar Energy Projects
- Smart City Projects
- Social Entrepreneurship Projects
- Universities and Campuses
- Bus Stations



# Multi-functional Platform



- SOLAR**  
 With 140 W of power from our solar panels, LIGHTINUS Smart Solar Bench is a unique clean energy infrastructure solution with multiple applications for city-wide services.
- FREE CHARGING**  
 Smart device battery is a never ending problem. Several built-in USB ports provide charging for all types of smart devices. You can also benefit from the wireless charging technology which is integrated in the system. Just place your phone on the marked spot and wait for several minutes until it is charged.
- ADVERTISING**  
 Each solar bench has a dedicated space for placing ads and public information to support public services and deliver faster ROI.
- LED AMBIENT LIGHTING**  
 What about sitting during the night? 10 watt LED panels will provide ambient illumination with high light efficacy, wide beam angle and long life span. You can sit comfortably and relax, regardless of electrical grid outages.
- SMART WI-FI & DIGITAL MARKETING**  
 Free Wi-Fi zone providing internet access within 15 meters around the bench. Our innovative Smart Wi-Fi digital platform enhances the user experience and offers valuable marketing insights for private and public operators on consumers' needs and preferences. Plus recurring monthly revenue from user clicks and impressions.
- PUBLIC SAFETY**  
 Our Smart Solar Bench integrates SOS button and a camera that will help your citizens communicate with city services in emergency situations and also provide 24/7 monitoring for increased public safety.
- DATA COLLECTION**  
 Collect important environmental data through special hardware - sensors and software - cloud platform solutions to help you with urban planning and pollution reduction measures.
- INNOVATIVE & PRACTICAL DESIGN**  
 A Smart Solar Bench with curved design, stainless steel for longevity and special wood cover for seating is appealing, but what if it rains? Having cover over your head is also crucial when you need to use the charging services or internet access during bad weather.

# FOR MORE INFORMATION

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