




**Beverly Hills City Council Liaison / Chamber of Commerce Committee
will conduct a Special Meeting, at the following time and place, and will
address the agenda listed below:**

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Wednesday, December 20, 2017
4:30 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Orange Barrel Media/IKE (Interactive Kiosk Experience) Smart City Proposal
- 3) Adjournment


Byron Pope, City Clerk

Posted: December 18, 2017

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE.***

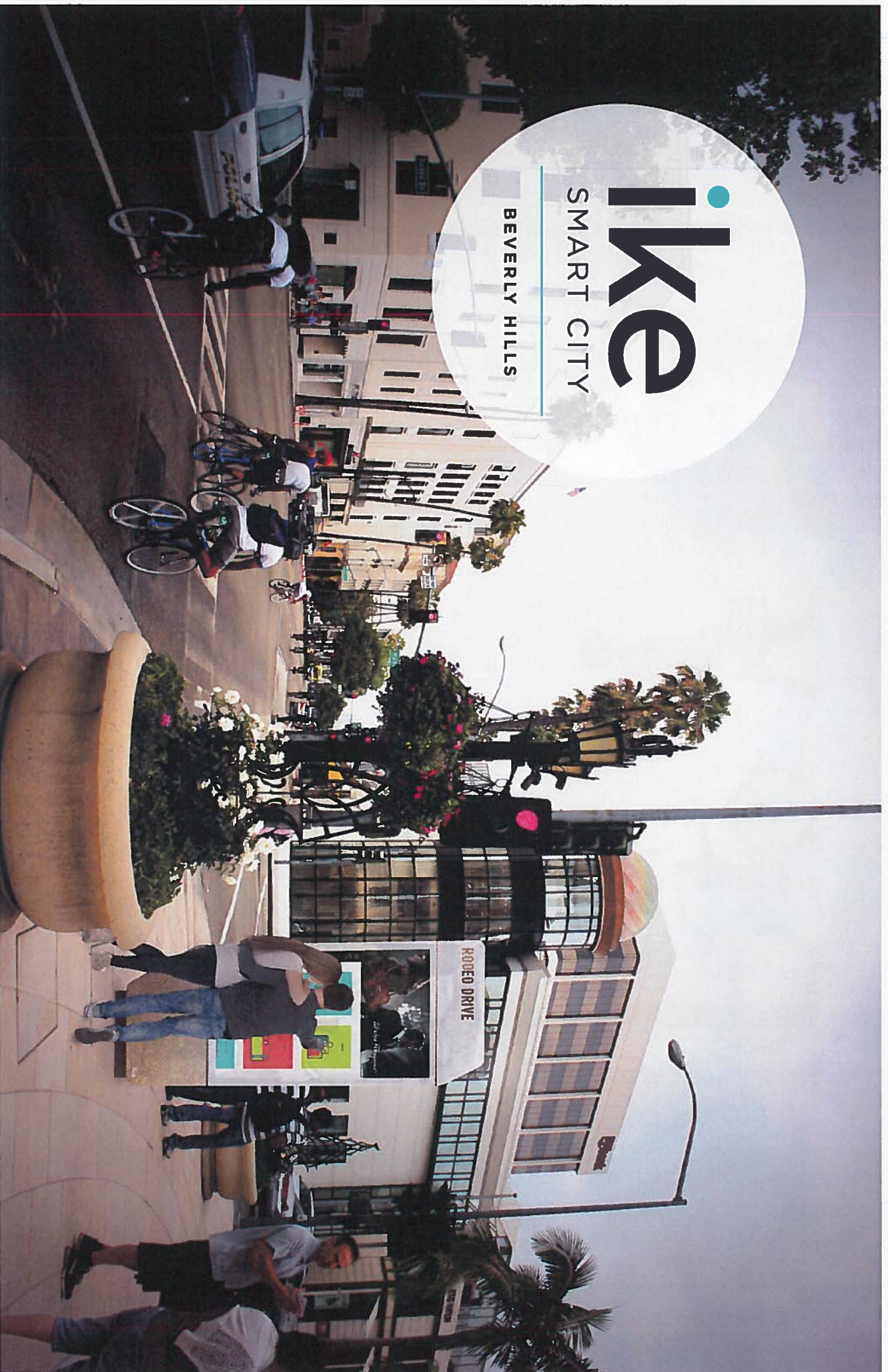


In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

ike

SMART CITY

BEVERLY HILLS



IKE Smart City

CONNECTION

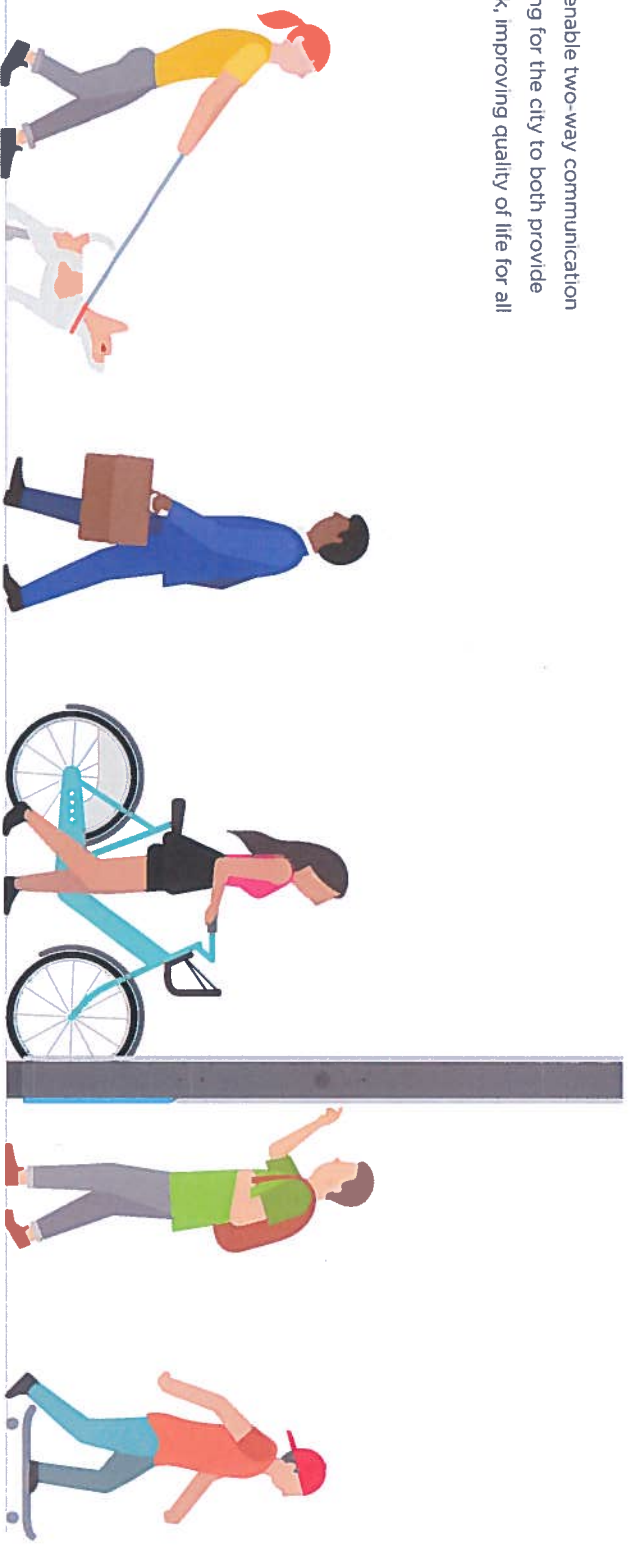
Interactive, intuitive, immersive and fun experience that allows the city to connect with citizens and visitors

NAVIGATION

Enables discovery of the city through multimodal wayfinding, allowing the city to create its own narrative by showcasing its breadth of retail, restaurants, civic attractions, and events

COMMUNICATION

Creates broadcast platform to enable two-way communication between city and public, allowing for the city to both provide information and solicit feedback, improving quality of life for all





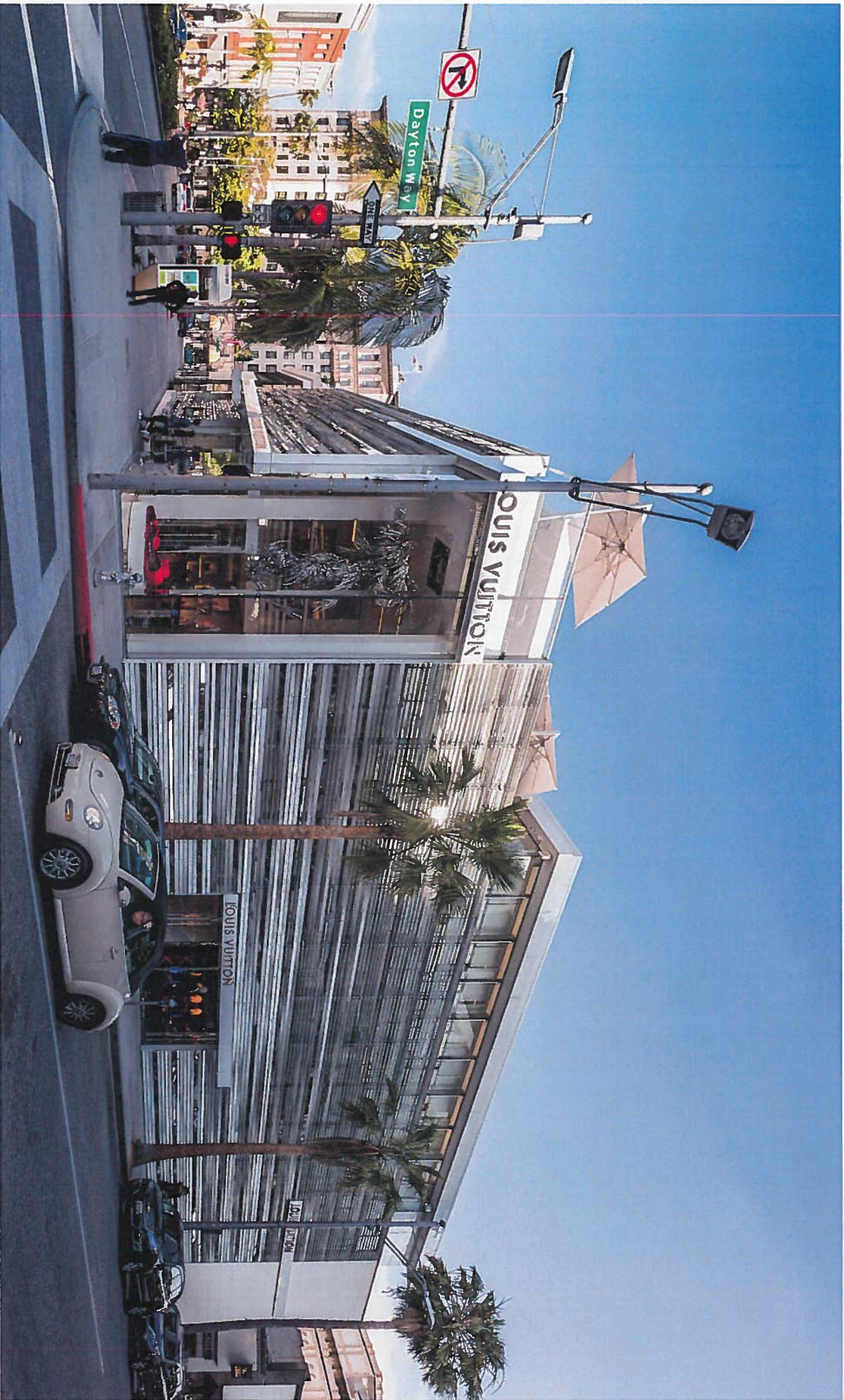


ike





ike



Platform

IKE + BEVERLY HILLS

IKE will be developed in partnership with a local architect and placement of IKE will be limited to areas where it will fit into the context and aesthetic of the Beverly Hills neighborhood. No residential placements.



Platform

HARDWARE

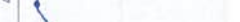
Kit-of-parts integrated hardware and software solution that exceeds the high standards of consumers (reference vs. iOS, Android), while allowing for physical customization to reinforce city brand.



SAMS



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Platform

SOFTWARE

- Curated Software - IKE includes a full suite of applications that have been developed to enhance the experience of visitors and residents as they explore the City.
- Open System - Software and connectivity allowing for participation with others. API allows for collaboration with other stakeholders such as BID's, transit agencies, and third-party app developers.
- Agnostic Cellular Denisification - Data/connectivity model does not perpetuate monopoly of single carrier, allowing for both public wifi and agnostic denisification of cellular signal through small cell deployment.

IKE Interface



Customizable Suite of Applications



Modes of Operation

IKE has two modes of operation, allowing for an engaging mix of both interactive and commercial content.

PASSIVE MODE (ATTRACT LOOP)

This is the default mode when a pedestrian has not engaged IKE's interactive features. During the Attract Loop, the entire screen is occupied by a 9:16 (portrait) layout showing eight :10 spots. This "content wheel" features a combination of city, community, arts and commercial messaging.

When a pedestrian engages the IKE unit by touching the screen, IKE shifts to Engaged Mode and launches the interactive user experience. The content wheel from the Attract Loop is resized to a 16:9 (landscape) layout and relocated to the top third of the screen.



ENGAGED MODE (DASHBOARD)

When IKE shifts to Engaged Mode, the application Dashboard home screen that begins every interactive IKE experience is displayed on the bottom two-thirds of the screen. A User can scroll through the Dashboard to view IKE's full suite of applications using swiping gestures immediately familiar to any user of a smartphone. A simple touch to any of IKE's eleven application tiles launches relevant content and provides additional interactivity within the selected category.

ORANGE BARREL MEDIA

Orange Barrel Media ("OBM") has been creating landmarks since our establishment in 2004 and is now widely recognized as a leader in outdoor urban media. Integral to our success is the high value we place on developing projects that balance public and private objectives in such a way that communities are enhanced by our presence, and we approach each partnership as an opportunity to add to the experience of our audiences as they navigate a city.

ike SMART CITY

IKE Smart City, a subsidiary of OBM, is at the forefront of the burgeoning Smart City industry. IKE is a seamless hardware and software communication solution that connects cities with residents and visitors through interactive, vivid touchscreens, an ever-expanding series of applications, and an engaging easy-to-use interface. IKE enables exploration of a city through enhanced wayfinding and delivers on the public's expectations of connectivity, entertainment, and convenience. Our system has been live in Denver since 2015 and deployments are in development for San Diego, Los Angeles, and San Antonio.

