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

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, showcasing the city's retail, restaurants, civic attractions, and events.

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

IKE Smart City
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.
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.
Sensors and analytics tools provide city with valuable information, including pedestrian audience by time of day, dwell times, frequency of visits, air quality, etc.

DATA DASHBOARD

IKE Analytics Data

All views for last month (May) 17,393 views

All visits for last month (May) 25,905 visits

See dashboard for more data.
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. IKE's Interface allows for collaboration with others API allows for collaboration with other stakeholders such as BID's, transagencies, and third party app developers, and Open System - Software and connectivity allowing for Agnostic Cellular Densification - Data/Connectivity model does not perpetuate monopoly of single carrier. 

Agnostic Cellular Densification - Data/Connectivity allowing for both public wi-fi and agnostic densification of cellular signal through small cell deployment. 

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Agnostic Cellular Densification - Data/Connectivity allowing for both public wi-fi and agnostic densification of cellular signal through small cell deployment.
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 IKE, 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 swipe 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.

IKE’s eleven applications include:
- City
- Community
- Arts
- Commercial

A simple touch to any of IKE’s eleven application tiles launches relevant content and provides additional interactivity within the selected category.
IKE Smart City’s subsidiary of OBM is at the forefront of bringing San Diego, Los Angeles, and San Antonio experience of our audiences as they navigate a city.

IKE Smart City enhances exploration of a city through embedded applications and engages easy-to-use interfaces. Effective, user-friendly solutions in ever-expanding sectors connect cities, residents, and visitors through hardware and software communication solutions that mirror urban design and aesthetics of the burgeoning Smart City industry. IKE is a subsidiary of OBM, a leader in outdoor urban furniture and landscape design, which has been creating

ORANGE BARREL MEDIA