








MARKET ST & PARK BLVD

TOUCH SCREEN

Run on clouds. 

Q: What are you looking for?

Nearby Things To Do

-  Chapelton Wall
-  St. Joseph Catholic Church
-  Spreckels Theatre
-  3rd & Cedar Street Art

ike SMART CITY

ike SMART CITY

+

DOWNTOWN SAN DIEGO PARTNERSHIP

IKE Smart City Kiosks FAQ

September 2024

IKE SMART CITY PROGRAM – FREQUENTLY ASKED QUESTIONS (FAQ)

IKE SMART CITY | CITY OF SAN DIEGO | DOWNTOWN SAN DIEGO PARTNERSHIP

IKE PLATFORM

WHAT IS IKE?

- ▶ IKE is an interactive touchscreen kiosk and wayfinding platform that provides real-time, local information to visitors and residents seeking to explore and discover Downtown San Diego.

WHAT ARE THE BENEFITS OF IKE?

- ▶ 1 to 1 communication medium for the City including Public Service Announcements (PSAs), community messaging, local events, weather and emergency alerts. Support for local business through location-specific directories, access to social services resources and information, free access to Clean and Safe, free Wi-Fi, free real-time transit and multi-modal trip planning information, among others.

WHAT APPLICATIONS DOES IKE HAVE?

- ▶ The kiosks provide a suite of multiple interactive and customizable applications. See full application suite description and details on the next page.

WHAT ARE THE PHYSICAL DIMENSIONS OF THE INTERACTIVE WAYFINDING KIOSKS?

- ▶ IKE Smart City kiosks are 8.0ft tall and 1.5ft wide (8.0ft H x 1.5ft W).

DO THE KIOSKS HAVE AN AUDIO COMPONENT?

- ▶ No, the kiosks do not emit audio.

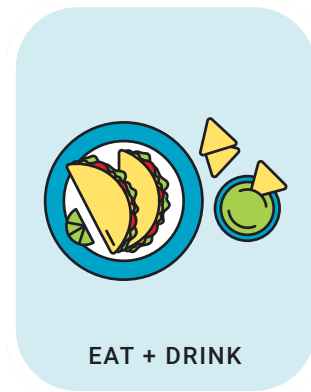
DO THE KIOSKS REQUIRE A LOT OF ENERGY CONSUMPTION TO RUN?

- ▶ No, the kiosks require a low electrical power draw to operate: 120V with a peak load of 30amp. Power usage is paid for by IKE Smart City.

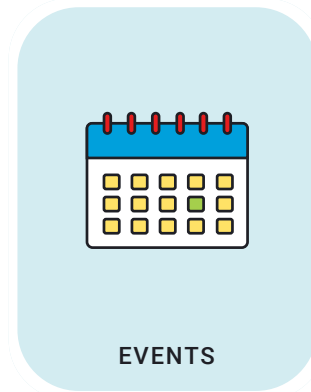
INTERACTIVE SUITE OF APPLICATIONS

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 Downtown San Diego.

DISCOVERY & MOBILITY



Plenty of options to satisfy different culinary cravings



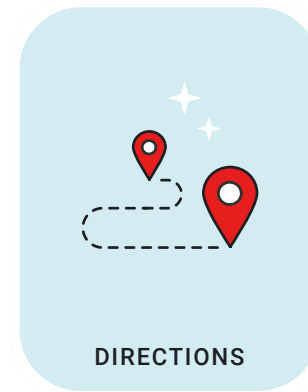
The what, when, and where of city happenings



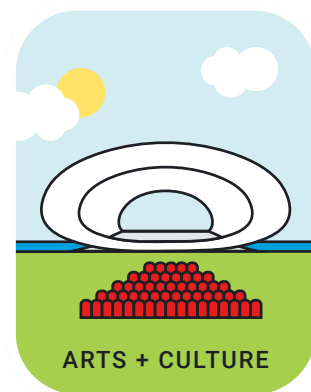
Entices shoppers to spend at local retail/businesses



Identifies real-time public transit routes and schedules



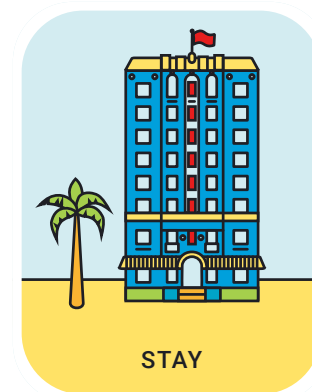
Point-to-point directions for city wayfinding



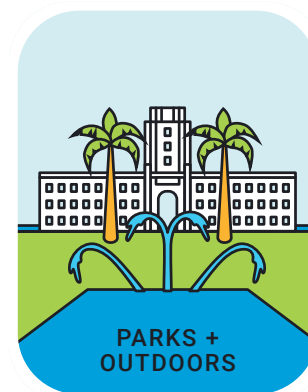
Cultural/creative activities, venues, and destinations



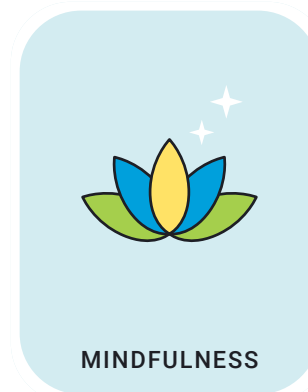
Highlights things to do across a range of interests



A wide variety of overnight accommodations

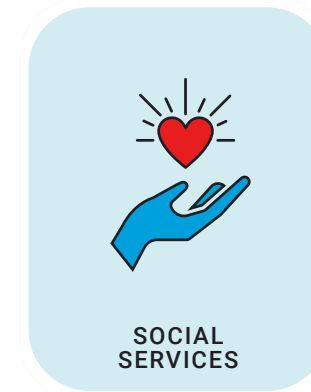


Places to enjoy fresh air, water, and green spaces



Directs to nearby spas, gyms, and places for wellness

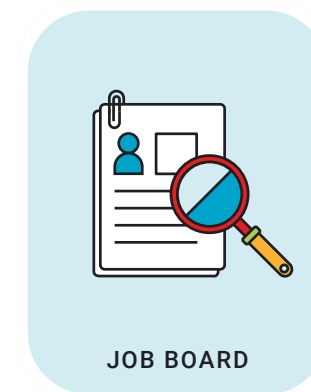
SOCIAL EQUITY



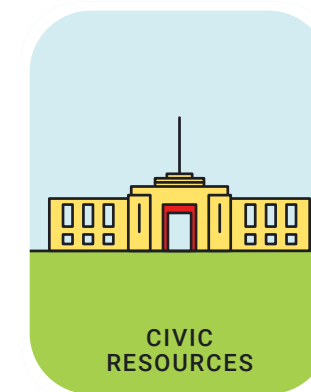
Access to support services/resources for residents in need



Homeless shelters and facilities with beds and services



Easy access to local job listings and opportunities



List of city services and resources

ENTERTAINMENT



Fun and easy-to-use video games to engage pedestrians

SAN DIEGO IKE PROGRAM

WHEN WAS THE PROGRAM APPROVED?

- ▶ The City of San Diego entered into a Corporate Partnership Agreement with IKE Smart City and the Downtown San Diego Partnership (DSDP), which was full approved by City Council in August 2023.

HOW MANY KIOSKS WILL BE INSTALLED WITHIN THE CITY?

- ▶ Under the City's agreement, up to 50 kiosks can be installed within Downtown San Diego.

WHERE WILL THE KIOSKS BE INSTALLED WITHIN THE CITY?

- ▶ Kiosks will be located within portions of Downtown San Diego which include Civic/Core, Columbia, Marina, Horton Plaza, East Village, Cortez, and the Convention Center District. Kiosks will not be located within the Coastal Zone or Gaslamp Quarter.

HOW ARE THE KIOSK LOCATIONS SELECTED AND APPROVED?

- ▶ IKE Smart City, the City of San Diego, and the Downtown San Diego Partnership work together to identify potential kiosk locations in partnership with community stakeholders.

WHO PAYS FOR THE KIOSKS?

- ▶ IKE Smart City installs, maintains, and operates the kiosks at no cost to the City or its taxpayers.

HOW ARE THE KIOSKS MAINTAINED?

- ▶ IKE Smart City hires local teams in market to inspect the kiosks five times per week or more as needed. One of those days includes a weekend day. The local team ensures kiosks maintain optimal performance and functionality, and that kiosks remain clean of graffiti/markings/scratches/etching. Should a kiosk sustain substantial damage, the location is secured and reported immediately, and remedied within 24-48 hours.

HOW IS THE PROGRAM FUNDED?

- ▶ The program is funded by the display of advertising on the IKE kiosks. A portion of the revenues generated by the kiosks are shared with the City and Downtown San Diego Partnership to invest back into the local community.

KIOSK CONTENT

HOW IS THE KIOSK CONTENT MANAGED AND WHO MANAGES IT?

- ▶ When each kiosk is not in use, it rotates 8 slides– each slide is 10 seconds long, that are a mix of commercial, community and arts content. IKE Smart City manages the advertising that appears on each kiosk in accordance with the content restrictions set out in the agreement with the City. Downtown San Diego Partnership and the City provide local content, which is used to promote city-wide events, local neighborhood content, and PSA messaging. In addition, IKE Smart City, along with the Downtown San Diego Partnership will work with local arts institutions and artists to provide content and promote their artwork.

WHAT LOCAL ARTS ORGANIZATIONS HAS IKE WORKED WITH IN SAN DIEGO?

- ▶ To further enhance the vibrancy of San Diego, IKE Smart City actively works with local arts organizations and artists to commission work that is included in the content slide rotation. Examples of this within San Diego include the Institute of Contemporary Art (ICA), Sparks Gallery, Commission of Arts and Culture, and various local artists. In this ongoing effort, IKE Smart City and the Downtown San Diego Partnership will continue to have the primary focus of public art to be inclusive of local artists and arts organizations.

HOW OFTEN DOES THE CONTENT ROTATE ON THE KIOSK WHEN NOT IN USE?

- ▶ There are 8 content slots that rotate every 10 seconds.

WHAT TYPES OF ADVERTISING APPEAR ON THE KIOSK?

- ▶ The advertising content displayed on the kiosks is a mix of national and local advertisers and only covers the entire screen when the kiosk is not in use. Nothing within the interactive content (e.g., applications, directory listings) is paid content. We do offer a discounted rate specifically for local San Diego businesses to make this form of promotion more affordable for small and local businesses. Any local organization interested in advertising on the kiosk can reach out to our sales team at sales@ikesmartcity.com for more information.

DO LOCAL BUSINESSES HAVE TO PAY TO BE SHOWN ON THE KIOSK DIRECTORIES?

- ▶ No, local businesses and institutions that show in the directory listings when the kiosks are in use do not pay to be in the kiosk application directories. Listings are complimentary and are organized based on proximity to each kiosk.

PRIVACY

DOES IKE SMART CITY COLLECT AND RETAIN USER DATA?

- ▶ IKE does not collect or retain personally identifiable information (“PII”), nor does IKE Smart City sell such data to third parties. Please see privacy policy excerpts for more specifics.

1) App Usage Data. To continually improve the software technology, the kiosk software keeps track of which applications are accessed and for how long. This information – which is not related to the user at all – is retained by IKE Smart City to understand which applications are being used by the community and which are not, allowing us to improve the user experience and invest more in the applications that are most desired by the community.

2) Wi-Fi Connectivity. IKE offers free public Wi-Fi to those near each kiosk. If a user opts to connect to the IKE Wi-Fi network, a device ID is shared with the Wi-Fi provider for the sole purpose of establishing the connection to the Wi-Fi. IKE Smart City does not collect, retain, or store this data as it’s automatically removed from the kiosk as soon as the user deactivates the connection or exceeds the Wi-Fi range.

3) Mobile Hand-off. Most of IKE’s applications come with a mobile hand-off solution, allowing a user to take the kiosk information, such as mapped out directions to a nearby restaurant from an IKE, with them on the go. The user can take a mobile version of the directions by scanning a QR code displayed on the kiosk. If QR code transfer is not the preferred method, the user may voluntarily enter their mobile number to have details sent via SMS/MMS to their personal device. To send information via SMS/MMS to the user’s personal device, the user’s phone number is transmitted to our third-party SMS/MMS provider, Twilio, which then completes the SMS/MMS delivery to the user’s personal device. Once the transmission is complete, or within an hour of entry (whichever is sooner), the phone number is automatically deleted from the platform. Please note, this solution requires the user to choose an alternate hand-off solution and voluntarily input their mobile number into the kiosk. If a user instead selects to use the QR code transfer, no information is collected.

DOES IKE SMART CITY SELL USER DATA?

- ▶ No.

DOES IKE DISCLOSE USER DATA TO THIRD PARTIES?

- ▶ Not for the purposes of selling this data. Further details provided below.

1) Wi-Fi Connectivity. IKE offers free public Wi-Fi to those near each kiosk. If a user opts to connect to the IKE Wi-Fi network, a device ID is shared with the Wi-Fi provider for the sole purpose of establishing the connection to the Wi-Fi. IKE Smart City does not collect, retain, or store this data as it’s automatically removed from the kiosk as soon as the user deactivates the connection or exceeds the Wi-Fi range.

2) Mobile Hand-off. Most of IKE’s applications come with a mobile hand-off solution, allowing a user to take the kiosk information, such as mapped out directions to a nearby restaurant from an IKE, with them on the go. The user can take a mobile version of the directions by scanning a QR code displayed on the kiosk. If QR code transfer is not the preferred method, the user may voluntarily enter their mobile number to have details sent via SMS/MMS to their personal device. To send information via SMS/MMS to the user’s personal device, the user’s phone number is transmitted to our third-party SMS/MMS provider, Twilio, which then completes the SMS/MMS delivery to the user’s personal device. Once the transmission is complete, or within an hour of entry (whichever is sooner), the phone number is automatically deleted from the platform. Please note, this solution requires the user to choose an alternate hand-off solution and voluntarily input their mobile number into the kiosk. If a user instead selects to use the QR code transfer, no information is collected.

PRIVACY (CONT.)

DO THE KIOSKS HAVE CAMERAS?

- ▶ No, the kiosks do not have cameras installed of any kind.

DOES THE KIOSK WI-FI AUTOMATICALLY CONNECT TO MY MOBILE DEVICE?

- ▶ No, a user must opt into IKE's Wi-Fi network to use it.

WHERE CAN I FIND MORE INFORMATION ON IKE SMART CITY'S PRIVACY POLICIES?

- ▶ Visit: <https://www.ikesmartcity.com/documents/en/privacy-policy.html>

ACCESSIBILITY

ARE THE KIOSKS ADA COMPLIANT?

- ▶ IKE kiosks are fully ADA compliant and follow all applicable ADA laws as required. Each kiosk is designed, constructed, and installed to allot for proper space and access for users who may use wheelchairs and features a mobile hand-off accessibility feature for those who are blind or have low vision. The kiosk also provides visual text contrast and size adjustments as additional visual aids.

ARE IKE KIOSKS WHEELCHAIR ACCESSIBLE?

- ▶ Yes. Each kiosk is engineered and constructed to meet accessibility requirements for those users in wheelchairs. All kiosk locations meet ADA slope requirements, turning space requirements, height and reach requirements – including the on-screen capability to lower the screen for application access and access to the Clean and Safe call button.

CAN USERS WHO ARE BLIND OR HAVE LOW VISION UTILIZE THE KIOSKS?

- ▶ Yes. All IKE kiosks within San Diego are equipped with a mobile hand-off accessibility feature and accessible keypad. In collaboration with the National Federation of the Blind, IKE Smart City developed a proprietary mobile hand-off solution for blind and low-vision users to have the kiosk features and functionalities accessible in a familiar way on their mobile device via a braille plaque on the kiosk spine with a QR code that is scannable with a smart phone. The kiosks also offer screen text size and contrast adjustments, along with adjustments to proper screen reach range for those in wheelchairs.

IS THE IKE KIOSK CONTENT AVAILABLE IN MULTIPLE LANGUAGES?

- ▶ Yes. The kiosk content has multilingual capability, with kiosk content available in up to 100 languages. IKE uses human interpreters to translate key interface elements to ensure they are correct and contextual to avoid cultural misrepresentations. Each kiosk can be programmed to reflect predominant languages spoken within the City of San Diego.

OTHER

WHERE CAN I LEARN MORE ABOUT IKE SMART CITY KIOSKS?

- ▶ Visit <https://www.ikesmartcity.com/> to learn more.

WHO CAN I CONTACT WITH QUESTIONS ABOUT THE KIOSKS AND THE KIOSK PROGRAM?

- ▶ Send a message to development@obm.com

