

CONNECTING *CITIES AND PEOPLE*



SCM: POWERING SMART CITY INNOVATION & MONETIZATION



MISSION - BETTER ACCESS FOR ALL



"We help citizens and tourists feel smarter, safer and better connected."

Tom Touchet -CEO



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CityPost Product & Services



MB NOW



GOV/311



POLICE



PARKS



SPORTS



SOCIAL



CITY SERVICES



ATTRACTIONS



TRANSIT



BIKESHARE



EVENTS



DINING



NIGHTLIFE



FAMILY

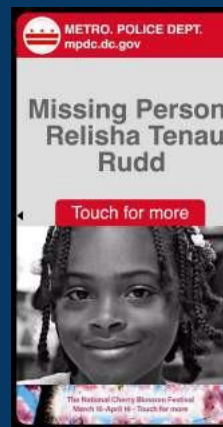
CityPost is a real time mobile broadcast. Our city software, content and city apps are customized for each and every deployment.

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Our City broadcast powers real-time local discovery

Special Events - Schedules - Service Alerts/Next Bus - Small
Business - Arts, Culture, Museums - Parking Services - Public
Notices - Traffic Alerts - Safety Alerts - E-Services - Parks &
Recreation - Latest News - Tourist Info - Jobs - Points of Interest



BROADCAST APPLICATIONS: *LIGHT POLES*



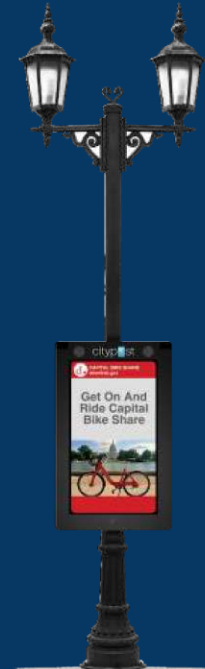
Interactive



Interactive



Digital Sign



Interactive

HARDWARE - MADE FOR THE NEIGHBORHOOD

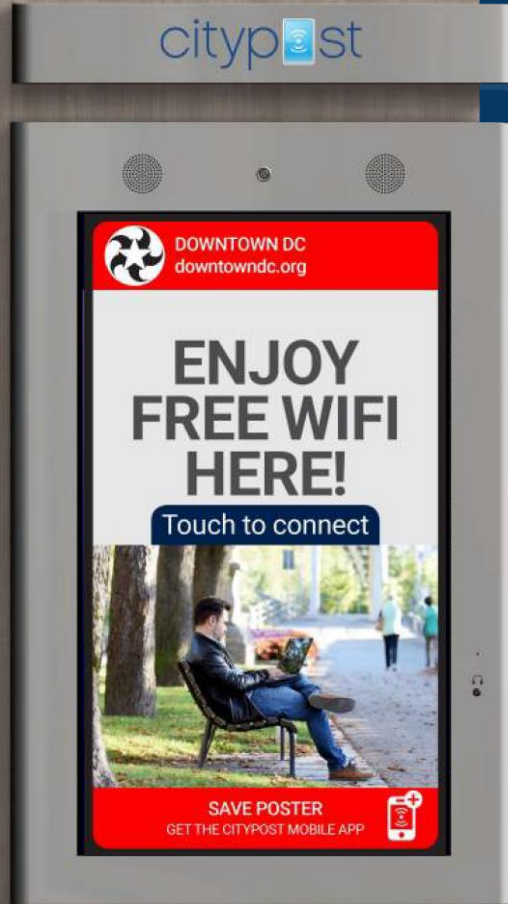


Outdoor Dual 55" CityPost

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WiFi Hotspots are illustrative only and do not depict actual locations



*Safer Communities
through powerful,
two-way, audio and
video Emergency
Communications*



*SCM Community
Tools built in:*

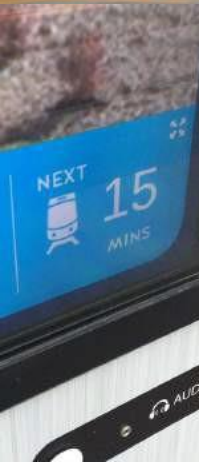
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- 911 Emergency callbox fully integrated
- Secure web interface ready for city officials to use at a moment's notice
- Two-way video
- Targeted alert messaging
- IoT Connected sensors
- Facial recognition software available



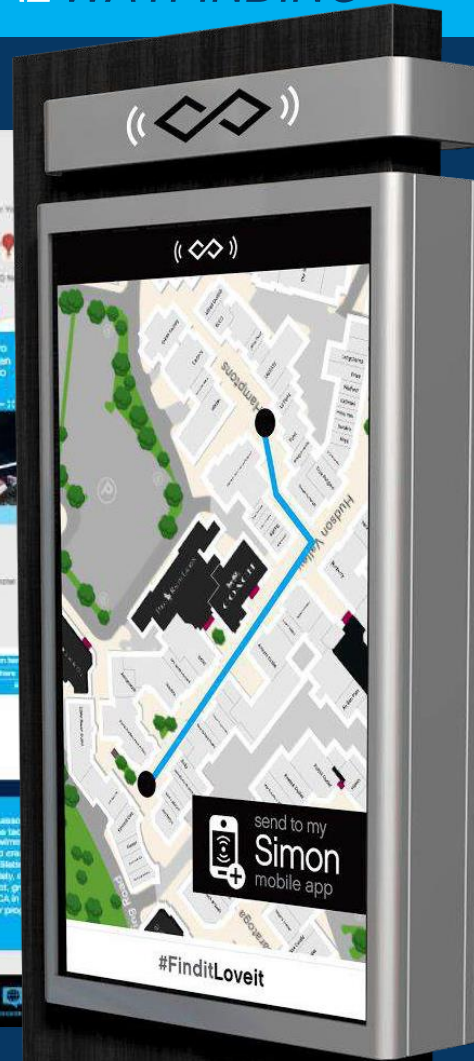
REAL-TIME TRANSIT APPS *BUILT FOR THE CITY*



Real-time transit apps and a revolutionary messaging platform tailored for each City



City admin can post from our website software to dedicated areas of the live transit broadcast.



*Huge 55" maps.
All fully interactive
with a live CityPost
broadcast overlay to
see who's broadcasting
around you.*

*"Send to mobile" is
attached to every post.*

citypost





Community Tools



Our voice search is built with Google Places API delivering a robust listing of business venues. Just touch, ask and discover.



Dynamic, interactive, Real-time, City satisfaction surveys can be deployed at a moment's notice.

All data provided to the city via our real-time web portal.



We bridge our mobile app, with our mobile beacons and smart kiosks for interactive experiences that appeal to people big and small.

Gamification applications are created by SCM or third party advertisers for sponsored brand experiences on the streets.

Example: Easter egg hunt that uses triangulation to deliver free offers via cpapp.



KCityPost Selfie - Kate Garman, Office of Innovation, KCMO and KC Police at Sprint Center, BIG 12 Tournament

COMMUNITY - SMALL BUSINESS ENGINE

Our Content Manager allows businesses and city venues to post their own images, YouTube videos and other popular social feeds directly to our city broadcast.




Mobile beacons are shared with city venues for location based messaging



THE END OF OUTDOOR AD CLUTTER.
The content and relevance of mobile brought to public spaces.



Smart City Benefits



No capital or operational investment needed from the City



- Significant, immediate & ongoing revenue to The City
- Game-changing, cross-cultural content & civic engagement
- Enable free public WiFi starting in the Downtown area
- Tools to help small businesses compete and grow
- Safer communities through two-way emergency communications
- Access for all: Multi-lingual, Multi-platform, ADA award-winning, free services that bridge the digital divide
- Open platform for third-party integration
- Sensor data helping the City operate existing programs more effectively
- 100% data share to with ZERO personal data retained by SCM



Weather control and air quality applications include humidity and temperature sensors and pollution detectors (CO_2 , NO_2 , CO , O_3).

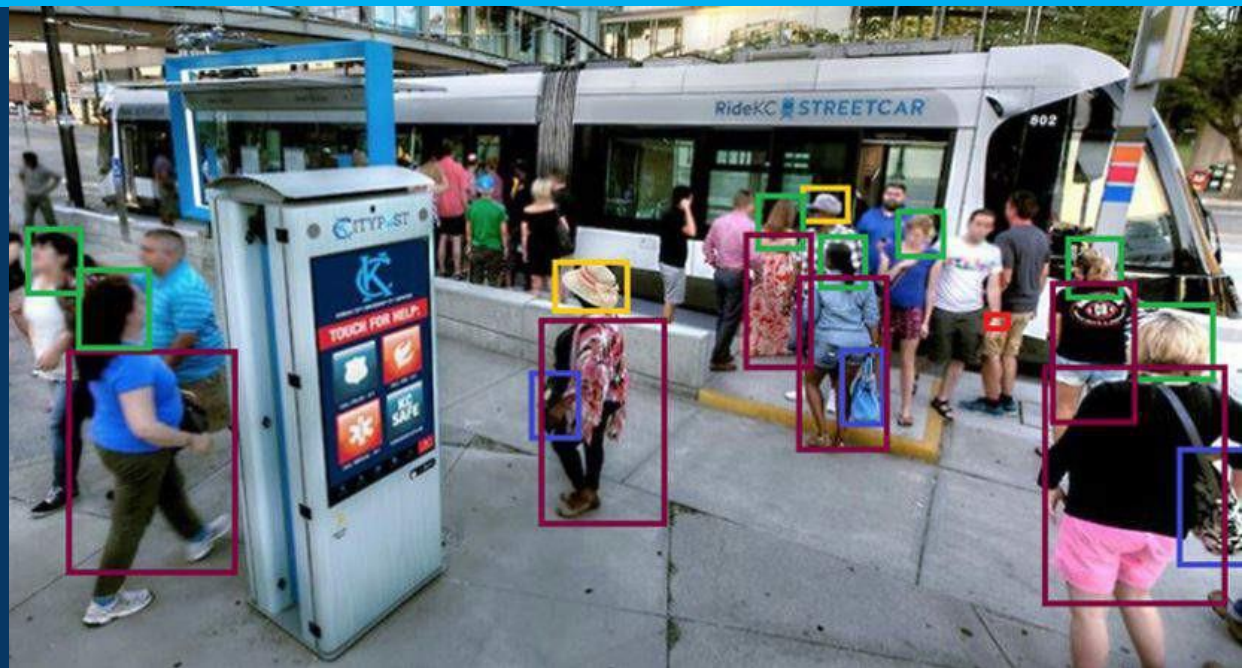
Additionally, monitoring of noise pollution from air and road traffic, industry, and construction is an important feature that help improve overall quality of life for citizens.

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Machine Halo Software - A higher form of Intelligence

We have the ability to identify and extract the most valuable information from multiple sources of real time imagery and video to create *advanced actionable intelligence*.



SAFETY & SECURITY

- OBJECTS - Handguns, rifles, knives, bats, bags
- CONTEXT - Rapid crowd movements, collapsed rider, abandon objects
- SYMBOLS - Gang signs or symbols
- FACES - Wanted criminals

ENVIRONMENTAL INSIGHTS

- OBJECTS - Identify and count thousands of common objects like people, cars, shoes and bags
- CONTEXT - Identify traffic flow, number of new customers and number of repeat customers
- TRENDS - What content is attracting pedestrians
- BRANDS - Identify and count logos such as Nike, Pepsi and Ford

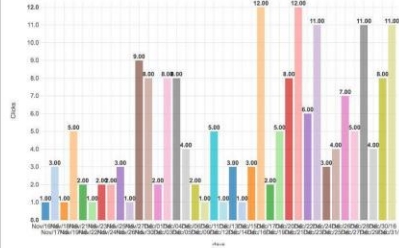
KC Ballet-Nutcracker

185 Clicks

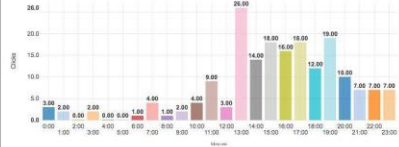
Daily Poster Clicks



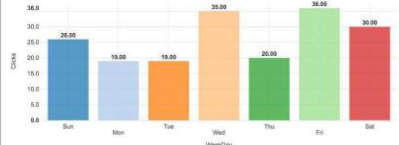
Daily Poster Clicks



Hourly Poster Clicks



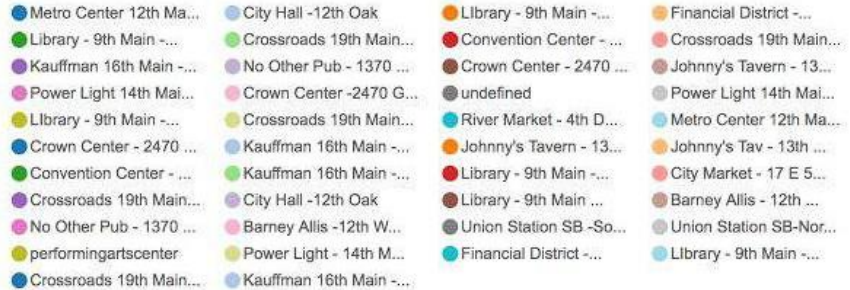
Weekly Poster Clicks



KC Ballet-Nutcracker

185 Clicks

Daily Poster Clicks



Our City Sense platform renders immediate data requests on our web portal. We adopt and promote open standards, frameworks and SDKs that bring new innovation to cities, and creates new markets for development.

All data shared with the City on an ongoing basis.

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Smart Monetization

MONETIZATION - WALKING CITIES ARE RICHER CITIES

A One-Two Punch:

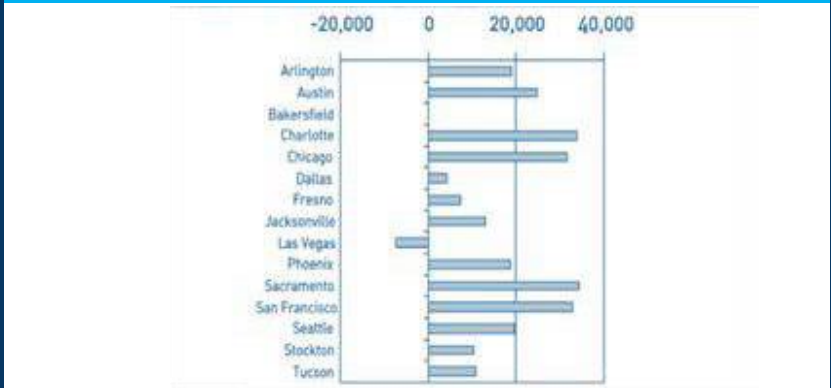
SMALL BIZ ECONOMIC VALUE:



American Companies are moving Downtown

Companies chose neighborhoods that are significantly more walkable than their previous locations.*

REAL ESTATE VALUE:



Improving Walkability

Adds \$10,000 to \$30,000 to home values in most cities.**

Huge health, environmental & economic benefits. Accessibility. Cost savings (both individual & public) Increased Efficiency. Increased Livability. Improved Public Health. Economic Development.

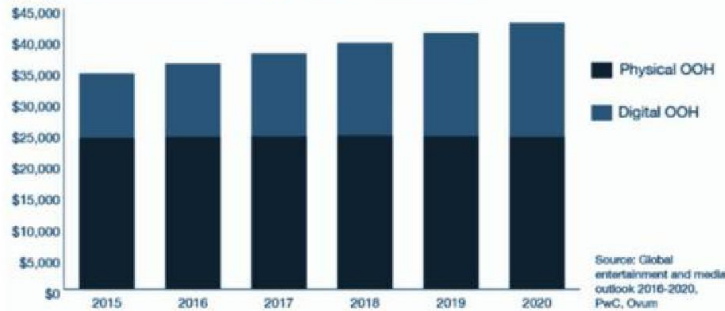
*Why American Companies are moving downtown, Smart GrowthAmerica
 **Walking the Walk How Walkability Increases Home Prices in U.S. Cities By Joseph Cortright



Two of the fastest growing media formats

Internet-connected digital out-of-home ads will be the major driver of growth for outdoor by 2020

OOH growth will be powered by digital—but physical OOH will hold firm
Digital OOH revenue is out growing physical (US\$mn), 2015-2020

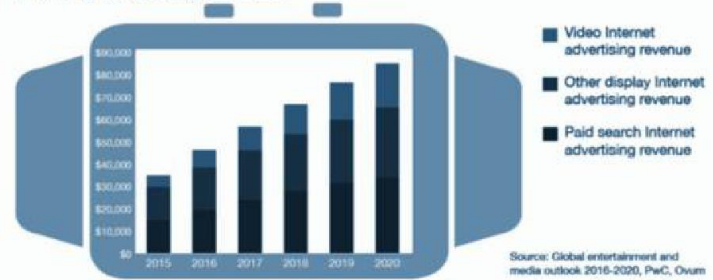


CAGR of 4.3% to reach US\$42.74bn in 2020

Mobile advertising will be one of the big growth stories through 2020 - with a 19.6% CAGR

Mobile advertising will be one of the big growth stories through 2020—but won't come to dominate the Internet advertising market

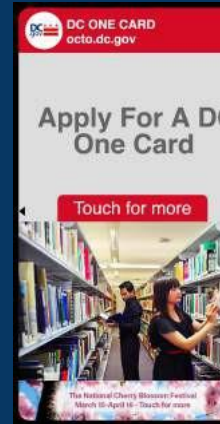
Mobile advertising is growing rapidly, with search at the forefront—Global mobile advertising revenue by type (US\$mn), 2015-2020



Mobile advertising will grow to US\$84.8bn in 2020

Source: Global entertainment and media outlook 2016-2020 PwC, Ovum

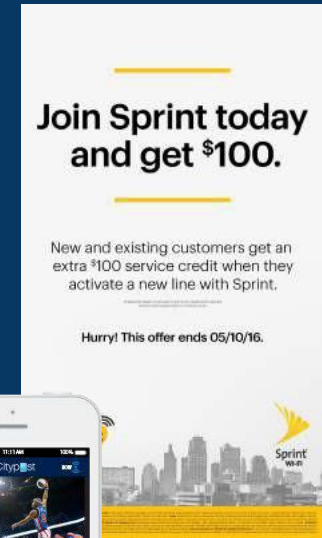
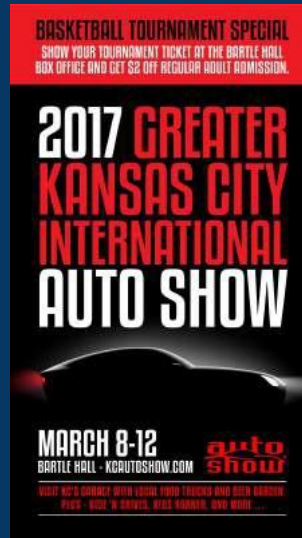
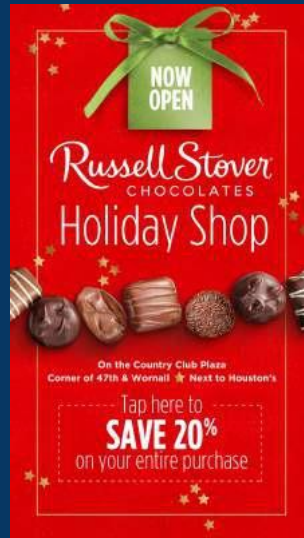
Content is *KING* and
content drives *REVENUE*





MONETIZATION - MULTI-PLATFORM REVENUE GENERATION

SMART P3 BUSINESS MODEL



ALL REVENUE SHARED WITH THE CITY

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PROPOSED MEDIA GRID



X15
Dual 55"
Outdoor
CityPosts



X35
55" Single
Side Light Pole
Digital Sign



X150
Mobile
Beacons

SAMPLE REVENUE – first 5 years

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total Yrs 1-5
National, Regional, Local Advertising Revenue 65 Screens	\$610K	\$625K	\$645K	\$665K	\$685K	\$3.2M
Mobile App	NA	\$ 15K	\$ 25K	\$ 35K	\$ 50K	\$125K
Total Smart City Media Revenue	\$152K	\$160K	\$168K	\$175K	\$184K	\$830K

*Typical media grid - 200
communication devices
including outdoor digital signs,
dedicated mobile app and full mobile beacon coverage.*

<i>City Cost:</i>	<i>\$0</i>
<i>5-Year City Rev Share:</i>	<i>\$830k</i>

WIN

PROVEN SOLUTION, NO UPFRONT COST TO THE CITY

WIN

CITY RECEIVES A SUITE OF IOT SMART CITY SERVICES

WIN

CITY MAKES REVENUE \$\$\$\$\$\$



Smart City Media Team

TEAM: *HIGHEST LEVEL MEDIA LEADERSHIP*

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CEO

Tom Touchet

IoT World Forum
Founding Member;
City24/7 CEO,
Former Executive
Producer NBC Today
Show & ABC News



CMO

Mike Mainthow

Outdoor Interactive
Media Expert, City24/7
CMO, Former Ad Exec
McCann, BBDO (Coke,
Pepsi accounts)



CCO

Karl Turkel

Acclaimed COO
Innovator Publicis,
Award Winning Art
Director/Designer,
Public safety patents
for City24/7



CTO

Aravind Sethuraman

Software Architect/
Unified Communications
Expert, Multiple patents
related to video,
communications

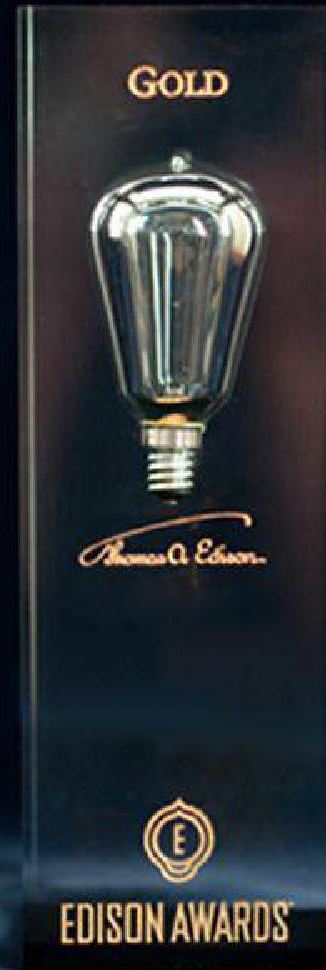


Experience and Qualifications

- *Smart City Media holds 17 public, private contracts including Cities, Transit Systems and Universities.*
- *Core executive team, with over 30 years collectively in the Smart City arena, founded & built City24/7 in NYC.*
- *Smart City/IOT honors include prestigious ADA/Sapolin Award, and 2017 Edison Award Gold Winner.*
- *Media awards include multiple Emmys, Peabodys, Gracies, Gold and Silver Effies for OOH.*



2017 EDISON GOLD
AWARD WINNER



COLLECTIVE DISRUPTION
CITY OF KANSAS CITY



CityPost is the only City content driven, real-time City broadcast

Please click on the images below to see our LIVE City broadcasts.

Explore our content manager websites and mobile apps. (Use Google Chrome to view links below)

Kansas City
KCityPost

Content Manager



citypost



Washington DC
DCityPost

KCityPost Mobile

Available on the iPhone
App Store

ANDROID APP ON
Google play

AWARD WINNING ADA FUNCTIONALITY



SCM leadership has received Smart City/IOT honors for accessibility including the prestigious ADA/Sapolin Award

Our software is fully scrollable and accessible for users of any height or in a wheelchair

Our hardware is equipped with:

- Hearing induction loop
- Braille pad
- Sound amplification and visual contrast controls

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“Smart City Media has become an extremely valuable and reliable partner for Kansas City. As a huge baseball fan, I sometimes refer to them as my clean-up hitter. We have enjoyed working with them on Phase One of our Smart City initiative, and look forward to continued contributions as we expand our platform to the KCI airport, UMKC campus and transportation line.”

KC CIO Bob Bennett

Thank You



Tom Touchet
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