



PROJECT:

Interactive KIOSK For Downtown Camas

Presented by
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Quick Introduction:

In marketing since 1976 (online/offline)

Over 18 years managing internet properties

10+ years Global Online Web Manager for Columbia
Sportswear Company

Won Interactive Kiosk award in 2005/2006 (G.I. Joe/Planar)

3+ Years online/offline marketing manager for billion dollar
automotive group

“Smart City” Kiosks
are popping up in
many cities.

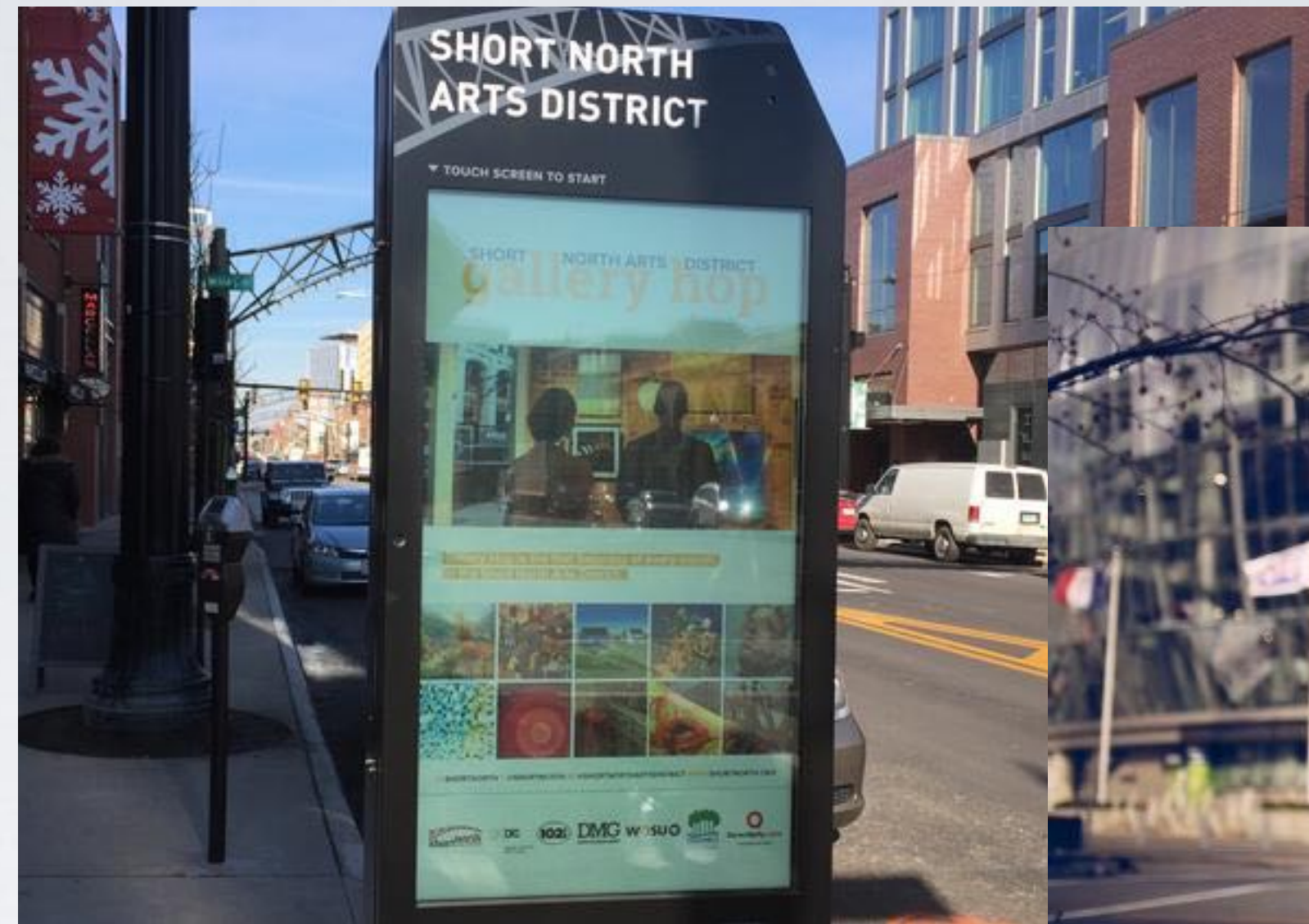


Kansas City's 1st Smart Kiosk



Also called
WAYFINDING
Maps

“Smart City” Kiosks

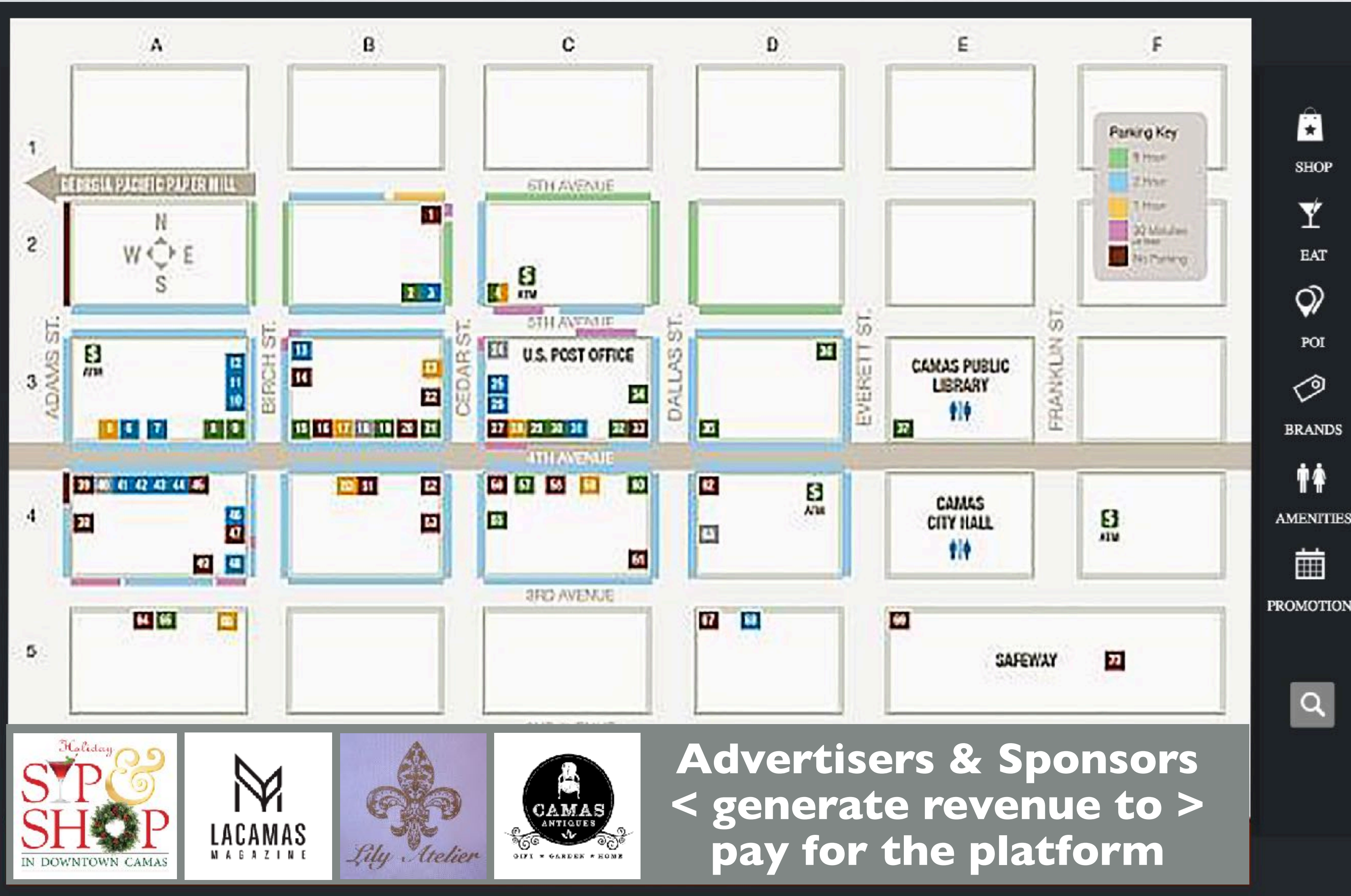


Come in
all shapes
and sizes.

The purpose of a “Wayfinding” Interactive KIOSK:

Allow people to quickly find:

- Shops
- Services
- Eateries
- ATMs/Banks
- Places of Interest
- Community information/events
- and more...



Advertisers & Sponsors
< generate revenue to >
pay for the platform

How the Interactive KIOSK would work:



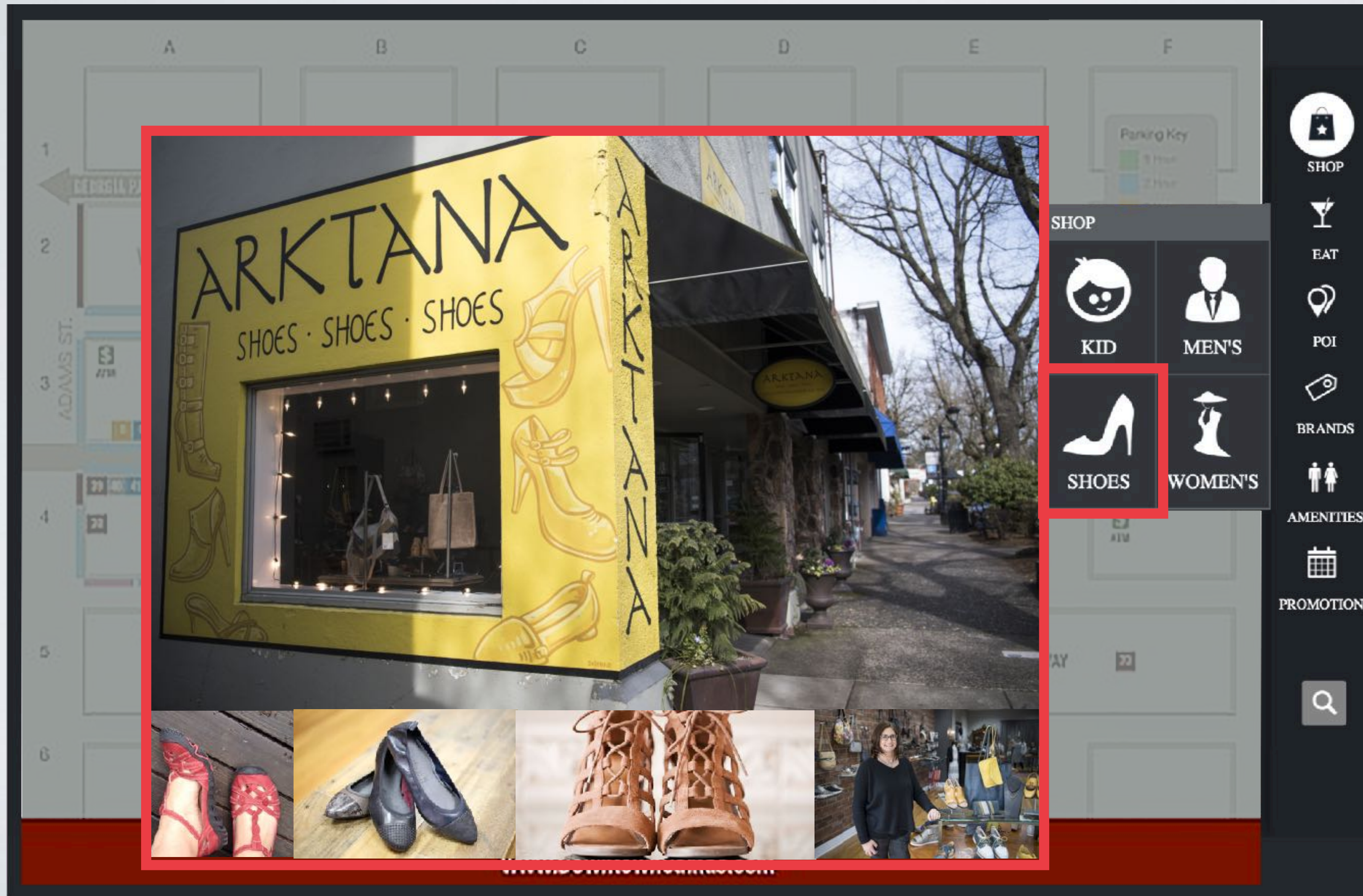
Clicking or touching a navigation point brings up that area for further/deeper discovery via a popup

Highlighting shop owners/services:

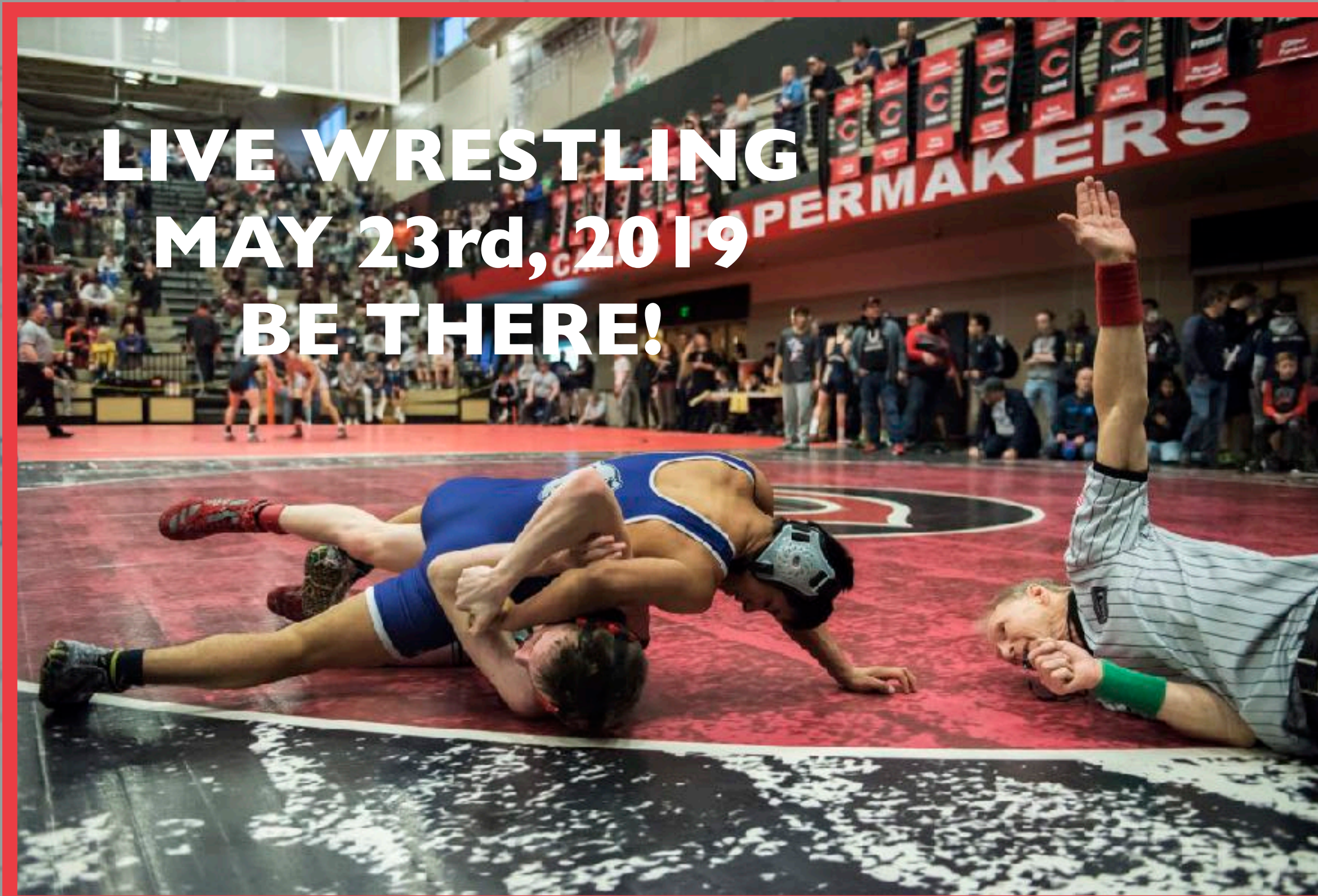
Clicking on the popup menu could then bring up a local shop:

Arktana

Then deeper, various shoes, the shop and/or staff, product with price, etc.



Highlighting community Events & Info



< EVENT SLIDES >

www.DowntownCamas.com

Clicking on the popup menu could then bring up a local shop:

Arktana

Then deeper, various shoes, the shop and/or staff, product with price, etc.

Ability to showcase rich Camas history



< HISTORY SLIDES >

www.DowntownCamas.com

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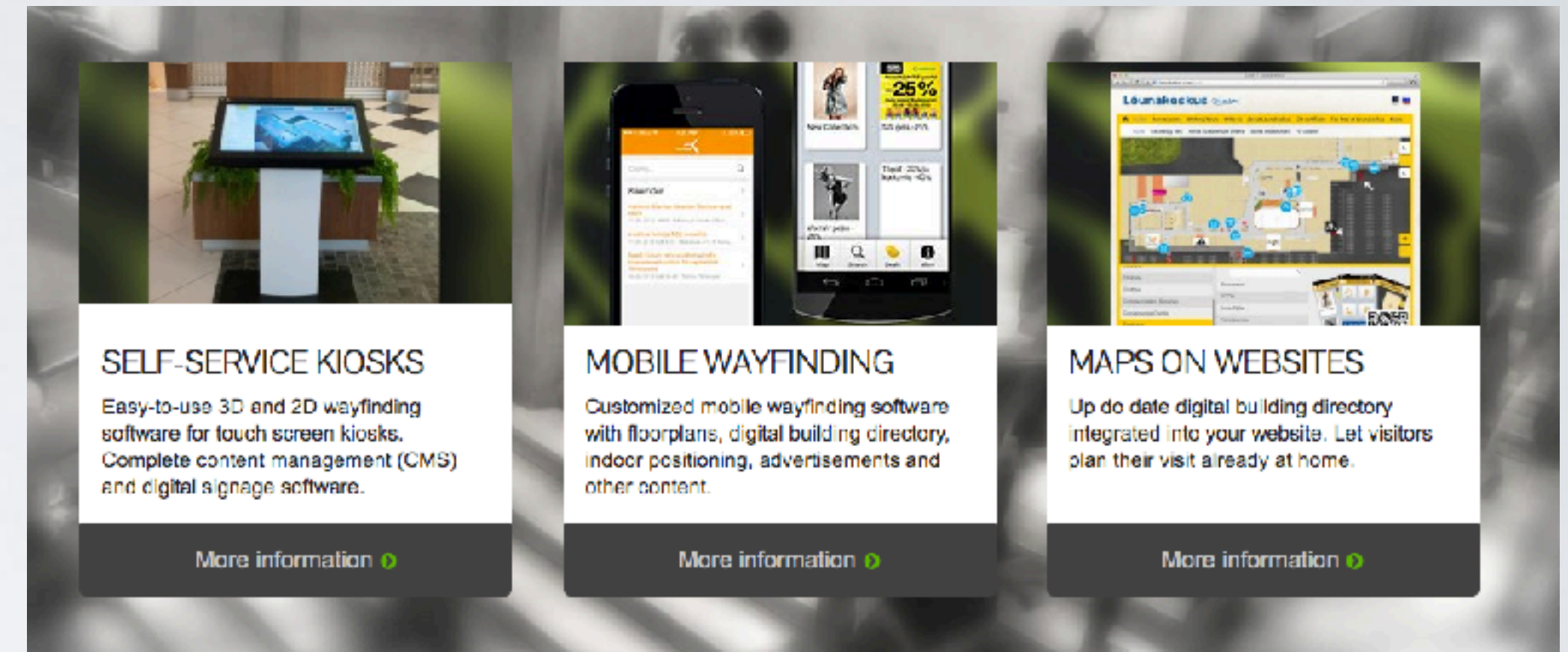
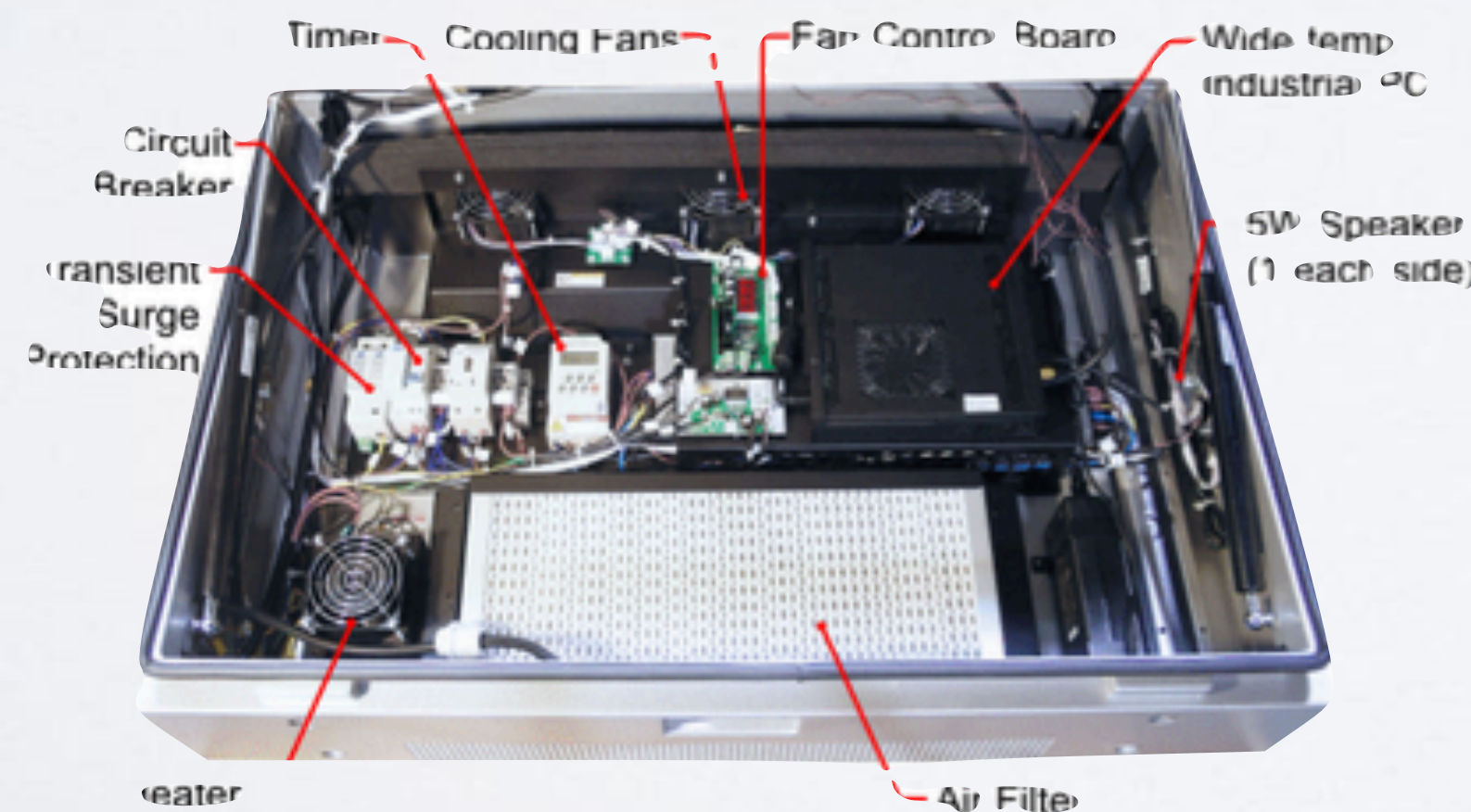
Elements required to create an Interactive Kiosk:



Enclosure



All-Weather Screen
& Computer/Player



Touch-Screen capable SOFTWARE
for the actual INTERFACE

NOTE: Pricing fluctuates broadly depending on components - size of screen, enclosure, touch-software

Highlighting shop owners/services:

VIEW WEBSITE >

SHOP
KID
MEN'S
SHOES
WOMEN'S

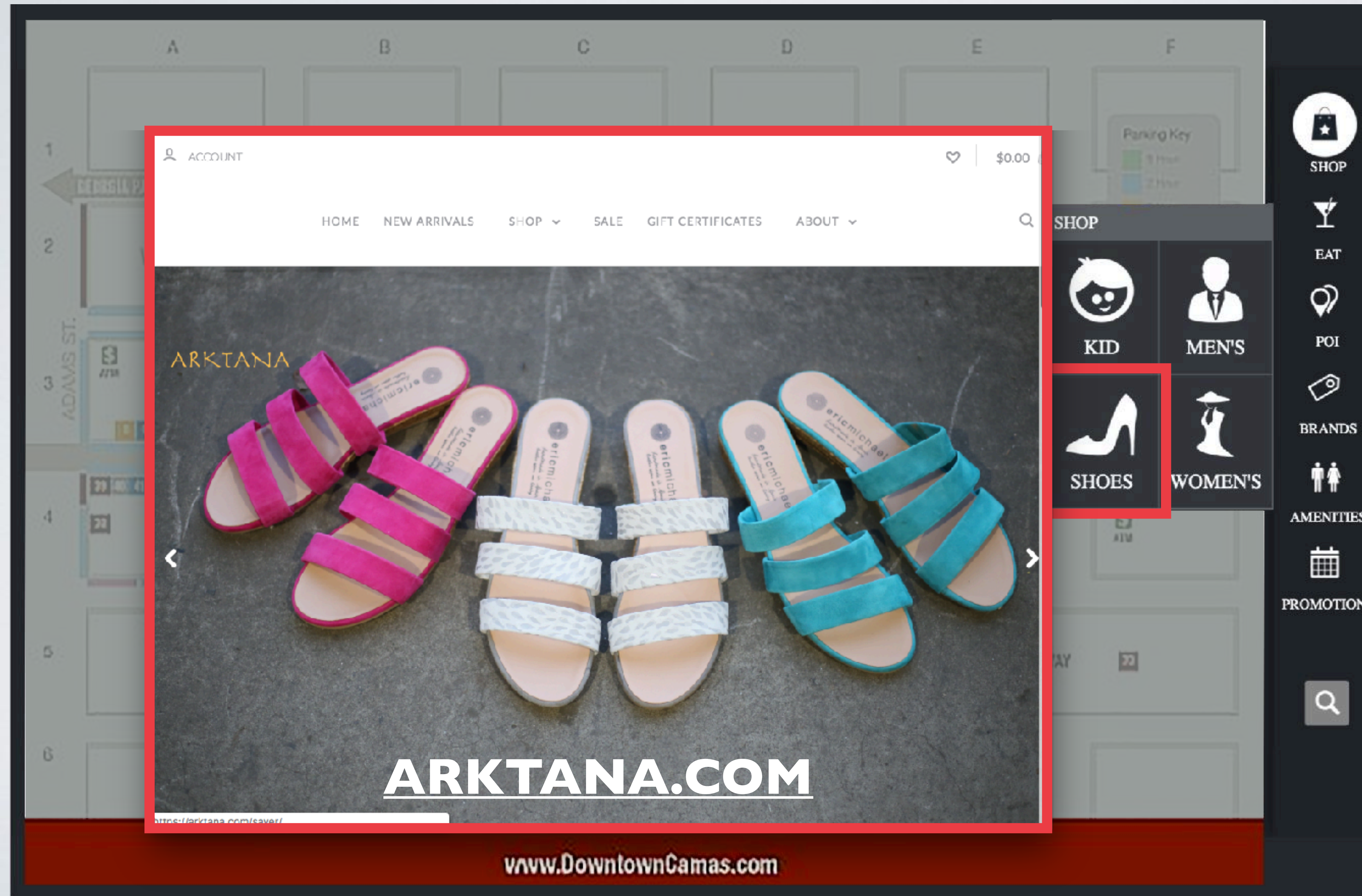
SHOP
EAT
POI
BRANDS
AMENITIES
PROMOTIONS

The biggest WIN for using an Interactive Kiosk:

Getting people to interact with the kiosk means you can get **ON TO THEIR PHONE!**

In other words,
Both on-screen,
OR via links in
the Kiosk “app”

Highlighting shop owners/services:



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Mobile Interactive KIOSK:

Via an easy to type URL, or even a scanned QR Code, people can gain immediate access to the Kiosk.

And this is not a true app, so no need to download any app software.

It works just like a website.

Navigation and ads can be placed on the bottom as well.



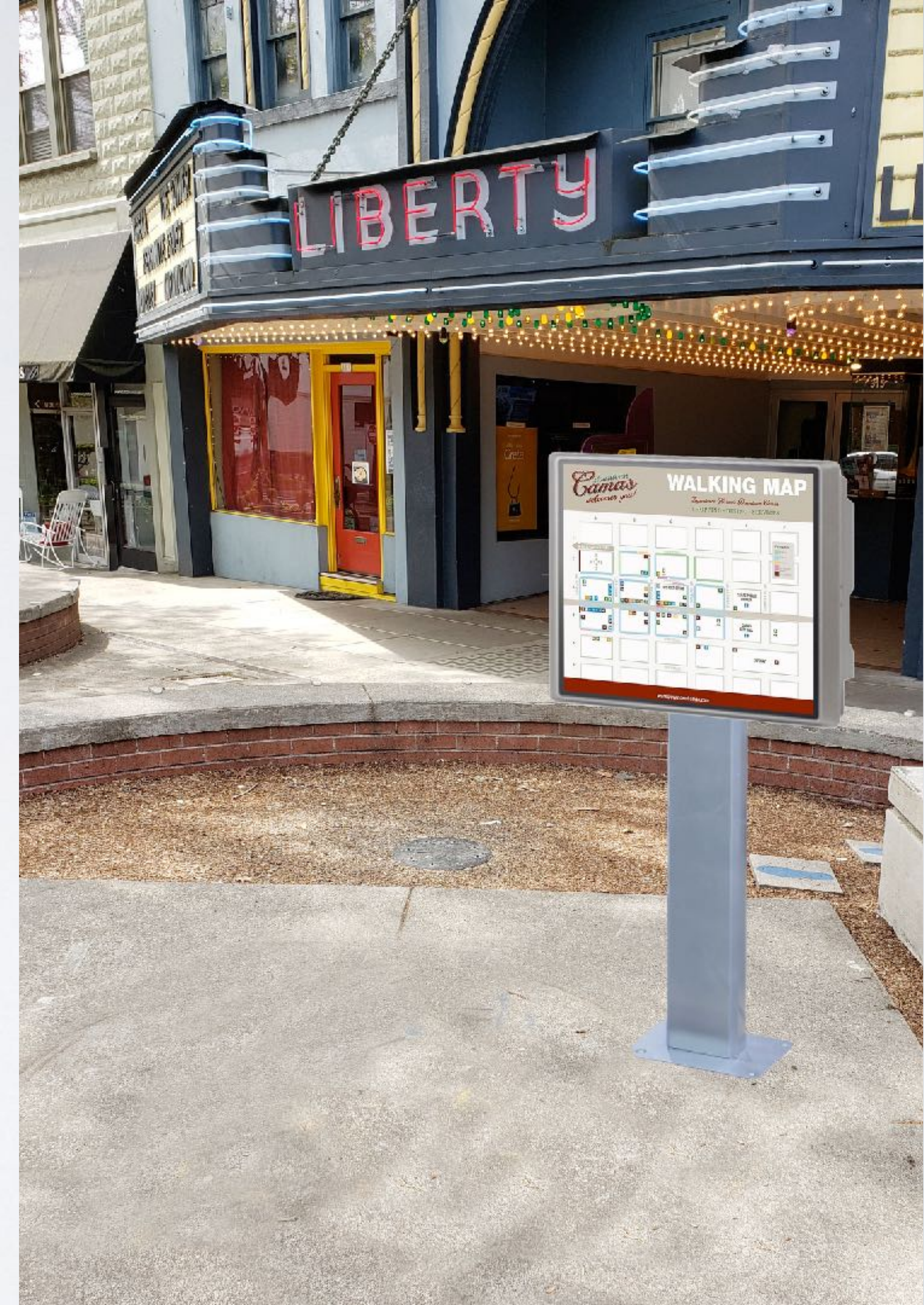
Installation / Requirements

The Model seen here is one with low visual impact with it's surroundings.
(screen not quite to scale in mockup)

All-Weather Screen/TV with single metal stand and bracket. Simply bolted into a concrete base.

Other considerations - WIFI for the secure Touch Screen software, and electricity to run it.

Area large enough for people to gather around it.

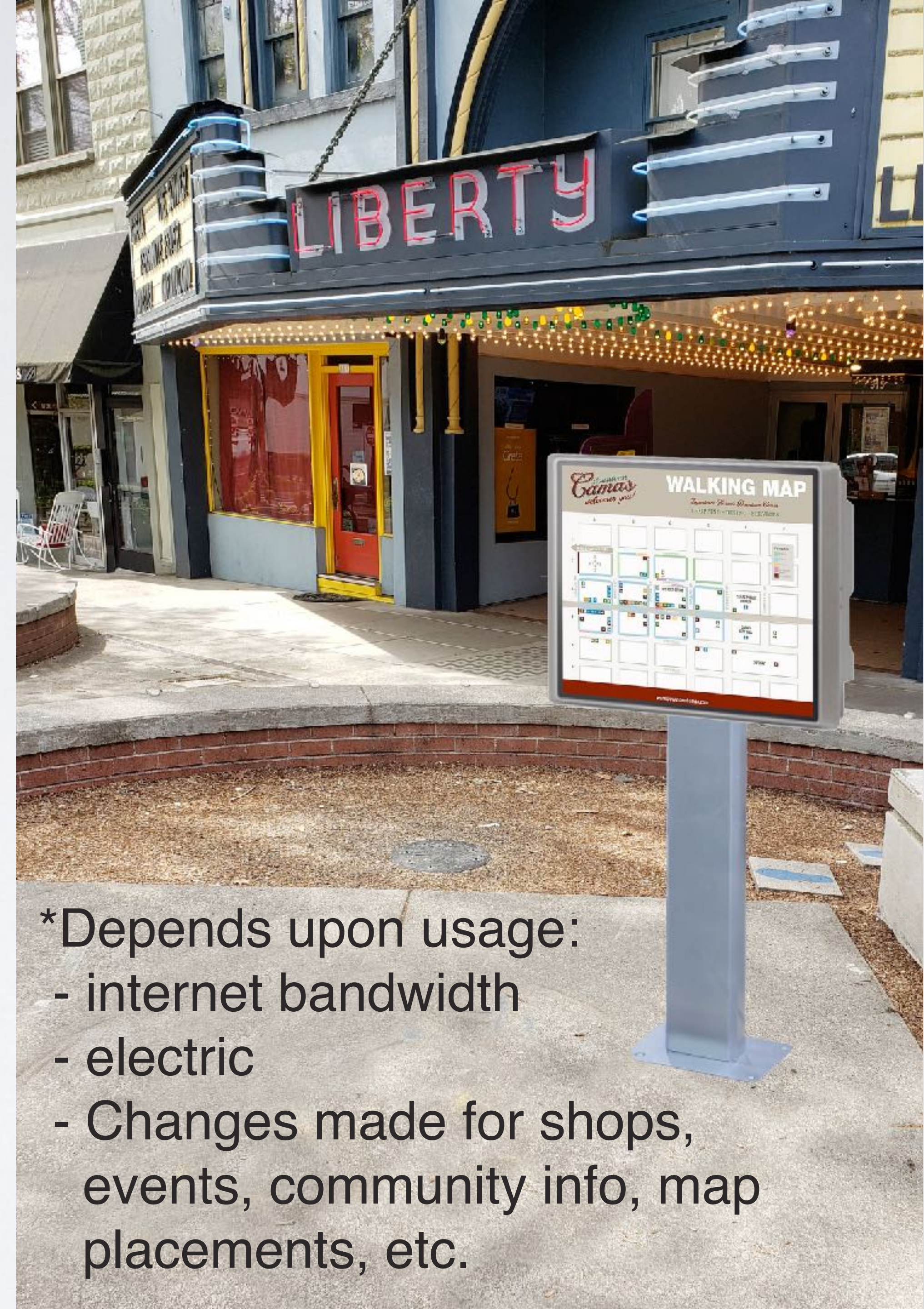


Pricing in this configuration:

Stand and TV Screen:	\$4,000
Software:	\$5,000 to \$12,000
Digitizing/creating city map	\$1000*
Digital Upkeep/maintenance:	\$150*
Kiosk Install by City:	\$TBD
Monthly Internet:	\$100*
Monthly electric:	\$60*

Ad Revenue that could be generated
on a monthly basis, with only 50 businesses
at \$35 per ad/per month: **\$1750 month**

("Sponsoring" corporations may even pay more)



*Depends upon usage:

- internet bandwidth
- electric
- Changes made for shops, events, community info, map placements, etc.

An example of an online/active Kiosk Interface:

<http://h5preview.22miles.com/v4/bin/7C99D7B54AE78CFF/>