

# Smart Cities, Smart Signs

Planning for Sign Code Success™

Las Vegas, Nevada

April 23, 2019

David Moke

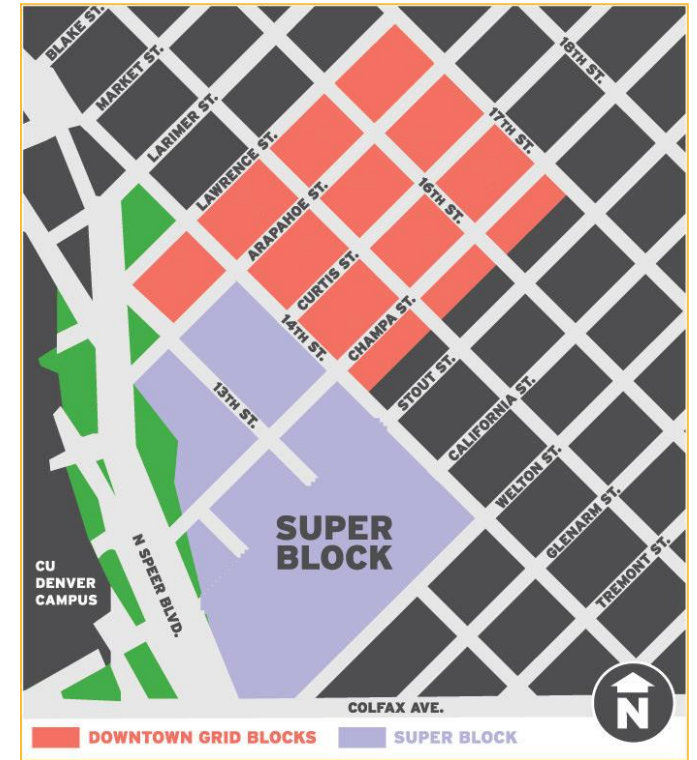
Denver Theatre District & Kernel Management



# Denver Theatre District

Vision: Create a Unique and Vibrant Destination in Downtown Denver

Statute – Sign Plan – Services Agreement

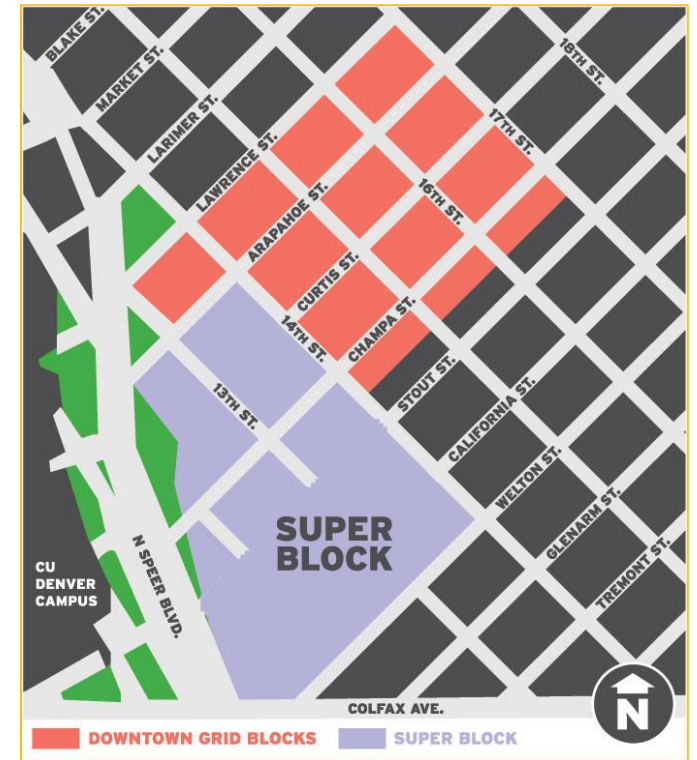


# Denver Theatre District

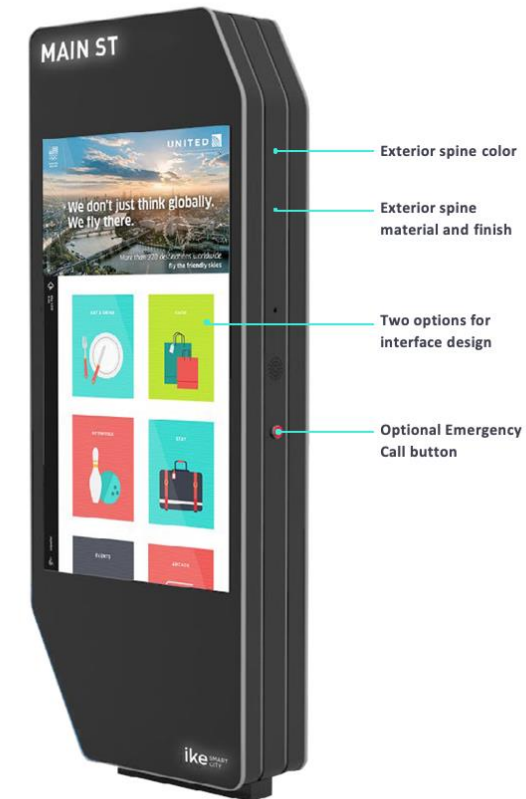
501c3 authorized in Sign Plan – contracts with media companies (no 1st Amendment issues) for 15% revenue share and 20% time share

Advisory recommendations to Planning on district sign structure and content permits

Implementing agent for district art signage and cultural activity per board approved budget



# IKE Kiosk - Design

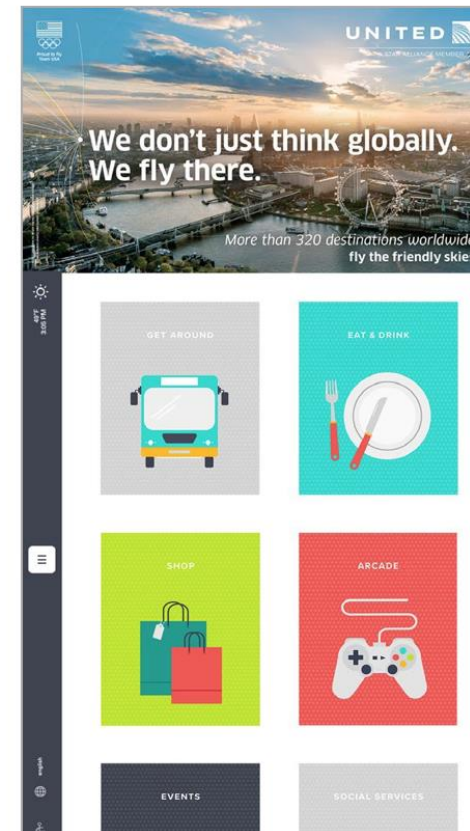
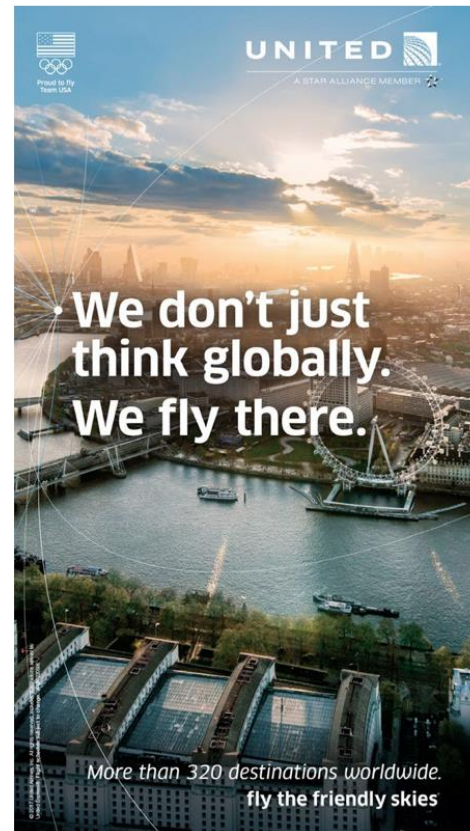


# IKE Kiosk – Digital Interaction

## PASSIVE MODE (ATTRACT LOOP)

The entire screen is occupied by a 9:16 (portrait) layout showing an “ad loop” that features a combination of city, community, arts and commercial messaging.

Once a pedestrian engages IKE by touching the screen, it shifts to Engaged Mode and the ad loop is resized to a 16:9 landscape layout at the top of the screen.



## ENGAGED MODE (DASHBOARD)

The interactive IKE experience is displayed on the bottom two-thirds of the screen.

When IKE is engaged, a user can scroll through the applications with swiping gestures immediately familiar to any user of a smartphone. A simple touch to any of the dashboard tiles launches relevant content and provides additional interactivity within the selected application.

# IKE Kiosk – Platform

## FLEXIBLE SOFTWARE

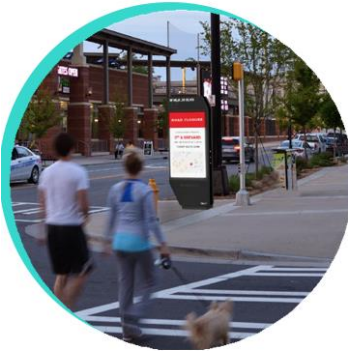
Scalable back-end systems with customized user interfaces, including integrating third-party services and data.

## OPEN DATA PLATFORM

IKE is built on an open data platform that provides maximum flexibility and seamless integration with city data sources. IKE combines geo-filtered, curated business data with city-specific information.



# IKE Kiosk – Features



## ESSENTIAL & EMERGENCY COMMUNICATIONS

IKE can display Amber Alerts, severe weather notifications, road closures, and coordinated messages from city departments.

IKE's has a "push to call" emergency services button and IKE's beacon technology can push curated content to the mobile devices of pedestrians in the area, allowing the City to deploy weather, safety, and PSA notifications once a user has opted in.



## MOBILE & WEB EXTENSIONS

IKE is compatible with all digital channels and content is extendable to mobile devices through our text-to-phone feature. Users can receive way-finding information, addresses, maps, and directions, to their smartphone, as well as Photo Booth selfies to share with friends on social media platforms.



## SYSTEMS INTEGRATION

IKE tracks RFID signals from surrounding mobile devices, employs optical counters, and collects kiosk usage data to measure impressions, pedestrian counts, and kiosk engagement. Analytics are accessible in a web-based Dashboard.



## PUBLIC POLLING

Municipalities have long searched for a simple and effective way to solicit feedback from residents and visitors. IKE provides the solution with Survey Says, a flexible tool that can be used to poll the public about everything from favorite sports team mascots and preferred leisure activities to key issues around municipal spaces and public policies. Citizens get a platform to share opinions with City leadership and cities get feedback in an easy to read report that is readily available for review.

# Kiosks – Stories From The Streets



# The Network Effect & Kiosks



# Questions?

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# Conclusion/Takeaways

Considerations when drafting a sign code:

- Mostly content neutral and addresses other legal concerns
- Allows for and encourages creative design
- Reasonably regulates electronic message centers
- Accommodate new technology and smart signs

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