

















Working  
together for a  
**HEALTHIER CITY**



# SMART STREET DIGITAL INFO HUBS

The next generation of urban infrastructure,  
creating dynamic and intelligent streetscapes



- |   |  |   |  |
|---|--|---|--|
|  <b>CONNECTIVITY</b>            |  <b>USB DEVICE CHARGING</b>             |  <b>RUGGED ENCLOSURE</b> |  <b>HEALTH BENEFITS</b> |
|  <b>INTERACTIVE TOUCHSCREEN</b> |  <b>ANNOUNCEMENTS &amp; ADVERTISING</b> |  <b>VANDAL RESISTANT</b> |  <b>WEATHERPROOF</b>    |
|  <b>SMART SENSORS</b>           |  <b>INFORMATION &amp; ASSISTANCE</b>    |  <b>ENVIRONMENTAL</b>    |  <b>PROMOTE CYCLING</b> |
|  <b>VIBRANT DIGITAL DISPLAY</b> |  <b>INTERNET ENABLED</b>                |  <b>SAFER STREETS</b>    |  <b>PROMOTE WALKING</b> |



Join the Smart City revolution today!

**trueform**  
DIGITAL





## Key Features



### Connectivity

Connect your personal device to free ultra-fast WiFi hotspot



### Smart Sensors

Incorporating a range of sensors that collect data from various factors such as air pollution through to traffic monitoring



### Internet Enabled

Hotspot integration for consumer internet access



### Information & Assistance

Designated information help point with access to emergency services



### USB Device Charging

Safely charge devices using USB ports



### Rugged Enclosure

Ruggedised enclosure designed for long lasting on-street performance



### Live Travel Information

Navigate the city more efficiently with live traffic alerts and find alternative routes when journey is likely to be affected by problems such as congestion



### Announcements & Advertising

HD outdoor digital display screen platform for advertising, wayfinding and public announcements



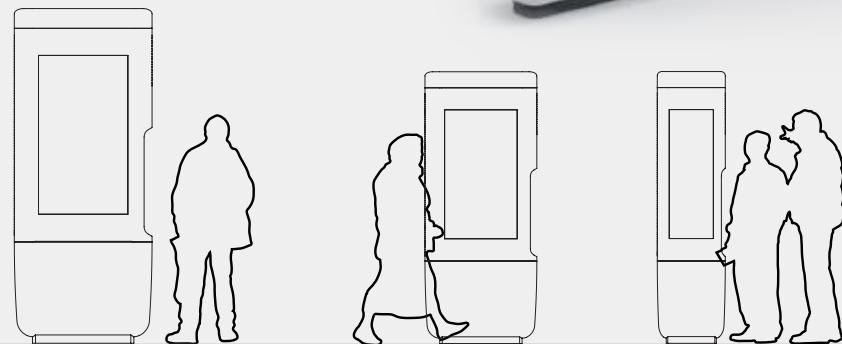
### Vibrant Display

Offering unparalleled visual clarity, superior contrast and high brightness in direct sunlight or rain



### Interactive Touchscreen

Enables easy access to live mapping, city directions, information and services



Range of sizes available to suit all footpaths

# Creating SmartCity streetscapes

**We transform urban landscapes into a network of dynamic, digital, hyper-connected, SmartCity streetscapes.**

Trueform builds ultra-connected, highly intelligent, SmartCity streetscape infrastructure networks for city streets, public transport and public spaces.

Our network of people centred, smart, sustainable Info Hub Kiosks incorporate the latest digital display and communication technologies, enabling the smarter, greener and more efficient movement of data, information, communications media and people around the World.

We design, manufacture and deploy interactive digital kiosks, which incorporate pioneering digital display, communication and technology solutions, to provide a network of user info hubs – thus providing a hyper-connected streetscape.

Working together, these kiosks provide powerful, media rich communication hubs which transform cities, communities and businesses.

## Benefits

- **Accessibility** - Making your town or city fully accessible to pedestrians, commuters and tourists
- **Promotion** - Quickly identifies routes, destinations and promotes your town or cities specific places of interest
- **Economy** - Boosts local business and the economy by increasing footfall and trade
- **Health** - Encourages walking and provides health benefits to all
- **Reduced Congestion** - Connects Transport modes and promotes walking
- **Environmental** - Reduces road traffic congestion, exhaust emissions and greenhouse gases
- **Air Quality** - Reduces air pollution and provides cleaner air
- **Safety** - Creates safe and welcoming environments by directing people to the right areas
- **Transport Links** - Enhances key routes in and around the city centre, promoting and linking public transport interchanges
- **Communication** - Provides complete canopy network of ultra-fast WiFi throughout your town or city
- **Media / Revenue** - Can provide powerful revenue stream from Digital Outdoor Advertising
- **Live Travel Information** - Navigate the city more efficiently with live traffic alerts and find alternative routes



# Future Proofed Solutions – available now

Deploying SmartCity solutions quickly and affordably.

Fully engineered and manufactured within the UK within our comprehensive in-house manufacturing technology facilities, our range of kiosk products can be provided with immediate effect and deployed on-street within days of order.

Our products can also be custom designed or modified to meet customer specific operational or visual requirements.



Intelligent & Interconnected  
SmartCity streetscapes

# Helping you to build smarter cities

**Smart infrastructure and intelligent mobility is the future of our cities and the future of transport and mobility within our cities.**

Our versatile, easy to install and use, hyper-connected technology and communication kiosks harness vast amounts of available multi-layered data.

Trueform offer city planners and business leaders an unprecedented opportunity to make much more efficient use of networks and to revolutionise public transport.



**Robust**  
Elegant, robust, vandal resistant kiosk enclosures designed for on-street use



**Accessible**  
Accessibility for all to city, retail, transport and community information via wayfinding mapping and interactive display



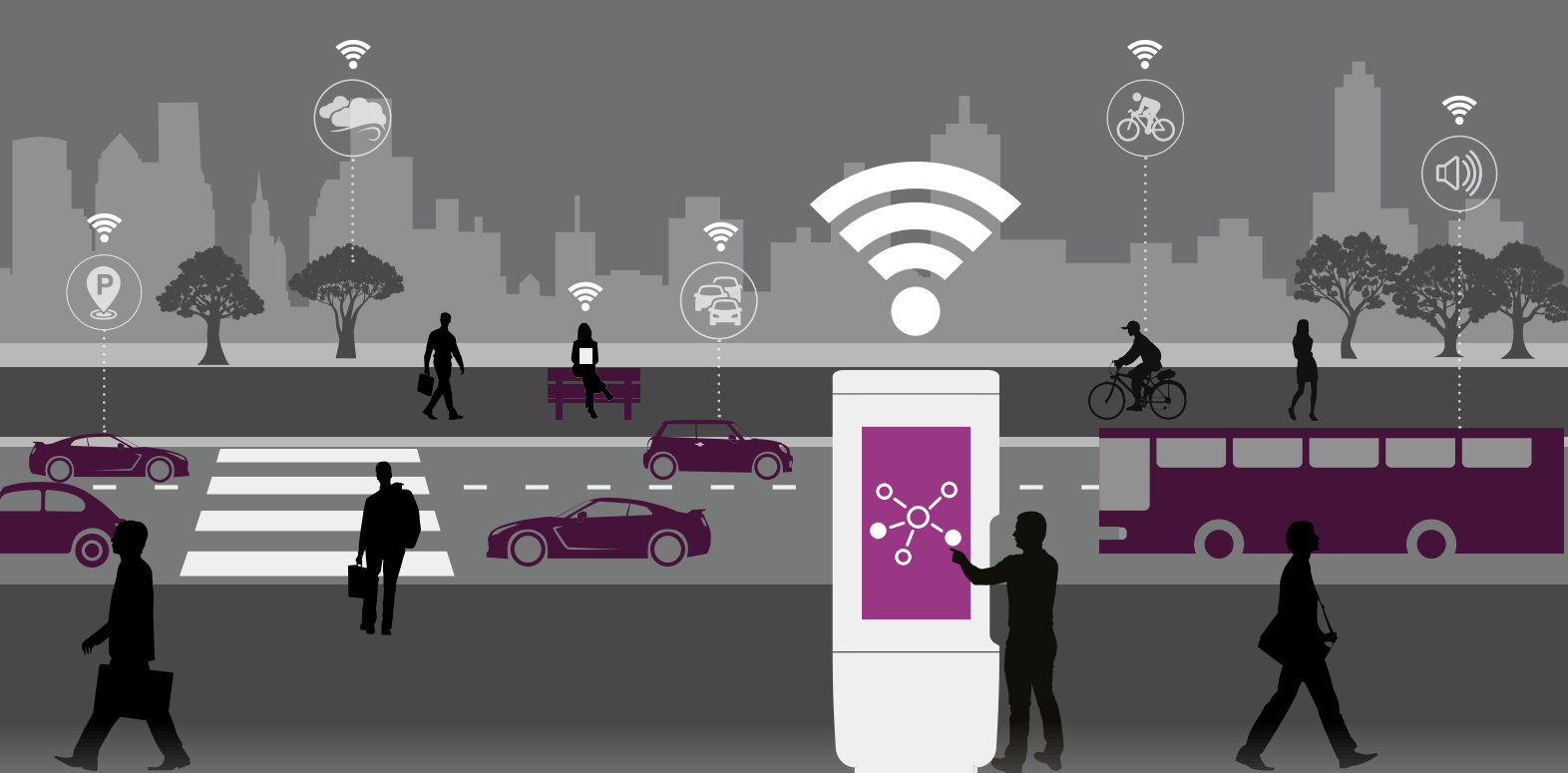
**Hyper Fast**  
Over 100 times faster than average municipal WiFi. A one-hour HD movie download can take as little as 15 seconds



**Vibrant Displays**  
Full HD, sunlight readable, ruggedized digital displays provide an unparalleled quality platform for public service announcements and advertising revenue generation



**Secure**  
Encrypted, robust network connection and privacy policy



# A connected network of 1GB WiFi and LTE technology

**Each smart kiosk has 1GB WiFi capacity, with a download speed 100 times faster than average municipal WiFi.**

The access radius of each kiosk can extend over 800 feet when a small cell LTE is integrated. By deploying kiosks in key locations, cities can create a seamless WiFi roaming experience spanning large areas and corridors.

## Smart Sensors

### A network of interconnected smart sensors

Each Kiosk can be fitted with a range of smart sensors to collect data from the surrounding environment, from air quality monitoring, traffic congestion, cycle counting and monitoring.



#### Air quality

Detect and monitor the presence of air pollution, CO2 and dangerous emissions in the surrounding area



#### Traffic

In conjunction with the street mapping, the traffic congestion sensor can help improve quality of life by reducing traffic



#### Weather

Compact all-in-one weather sensor for measurement of temperature, relative humidity, air pressure and wind direction



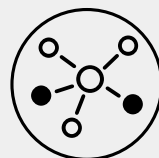
#### Cyclists & Pedestrians

Measure cyclists & pedestrians in mixed traffic, on bike lanes and on dedicated bicycle paths to analyse flow in and out of major routes



#### Noise

Monitor noise pollution levels in busy areas that are frequently populated by pedestrians and traffic



#### Central Hub

All smart sensors are controlled collectively, meaning you save time and money not having to invest in other smart city based applications



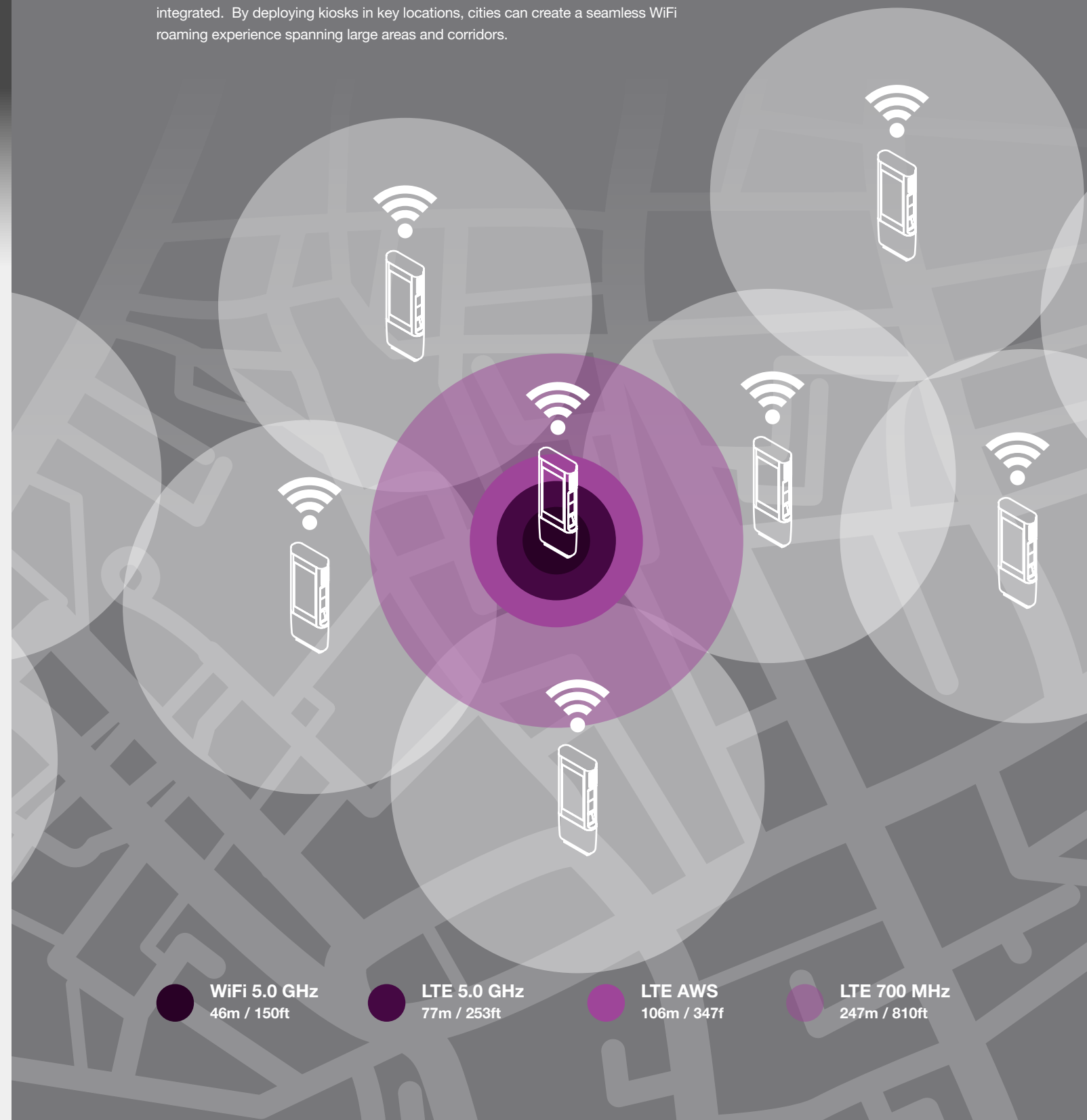
#### Parking

Reduce congestion, increase parking availability with the added benefit of improving air quality by reducing time taken for motorists trying to find spaces



#### Light Pollution

Record and detect the light intensity emitted in a busy urban area that can have resulting consequences on humans, animals and plants



**WiFi 5.0 GHz**  
46m / 150ft



**LTE 5.0 GHz**  
77m / 253ft



**LTE AWS**  
106m / 347f



**LTE 700 MHz**  
247m / 810ft

# Why choose Trueform?

Trueform is a pioneering technology & manufacturing company. With over 100,000 street furniture installations in major Cities Worldwide, Trueform are a global leader in the provision of digital, intelligent on-street urban infrastructure for mass transport and outdoor media applications.

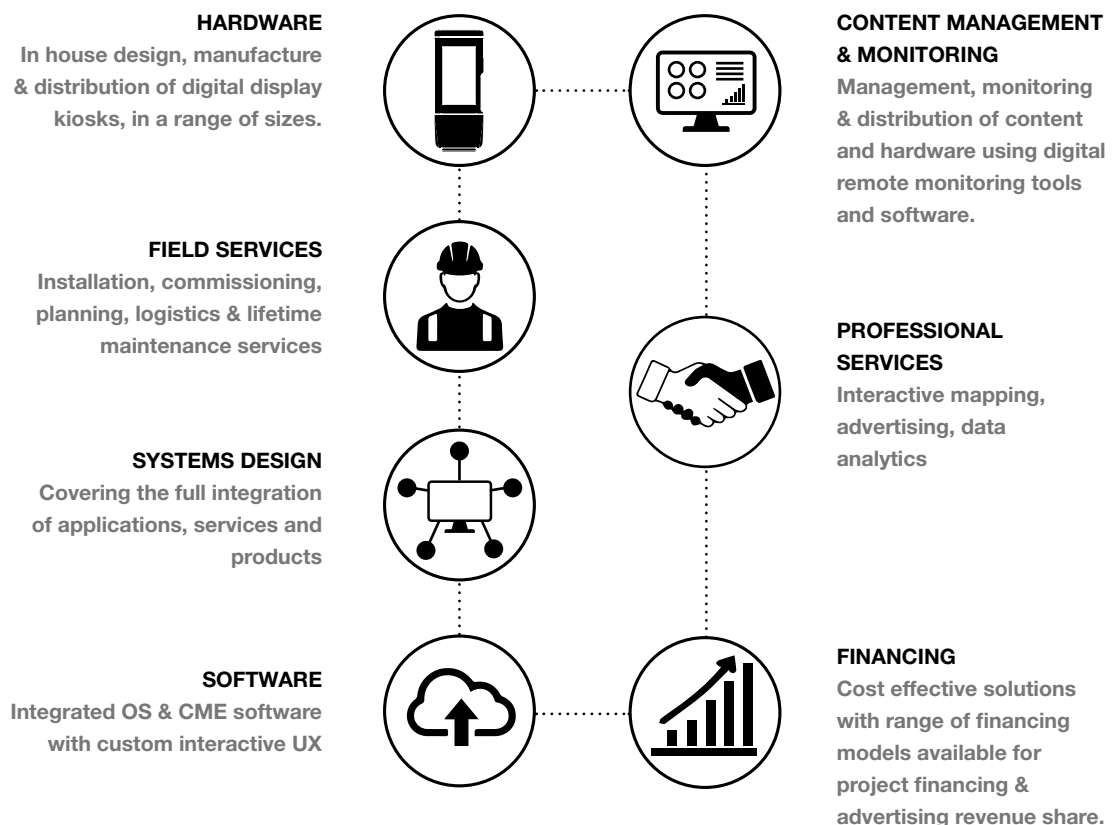
Trueform's pioneering technology division, Trueform Digital, is taking a very different approach to the challenges that have traditionally beset our towns and cities, whether it be media communications, congestion, pollution or the lack of joined up interface between different modes of transport.

We design, manufacture and deploy interactive digital kiosks, which incorporate pioneering digital display, communication and technology solutions, to provide a network of user info hubs – thus providing a hyper-connected streetscape.

Trueform is helping cities globally by transforming the urban landscape into highly intelligent, ultra-connected smart communications infrastructure, applications and networks.

We supply and manage all aspects of the solution including kiosk hardware and partner with industry leaders on the seamless integration of software, broadband internet and advertising media.

## A complete 'end to end' service



Contact our sales office on **020 8561 4959**, email us at **[sales@trueformdigital.com](mailto:sales@trueformdigital.com)** or visit **[www.trueformdigital.com](http://www.trueformdigital.com)** for more information on any of our products