Rostec

**Creative solutions
for urban
environment InCity**

Shvabe
Founded in 1837

InCity project – creative solutions for urban environment

InCity project concept

- ❑ modern technologies and navigation integration

- ❑ unification of all storage medium of the urban environment

- ❑ creation of a common approach and general idea of the "city language"

- ❑ opening up new opportunities for tourism, urban points of attraction creation, the accentuation of tourist routes

- ❑ buildup of the feeling of a comfortable, friendly and open city

- ❑ improving residents and visitors quality of life

incity
Creative solutions for urban environment
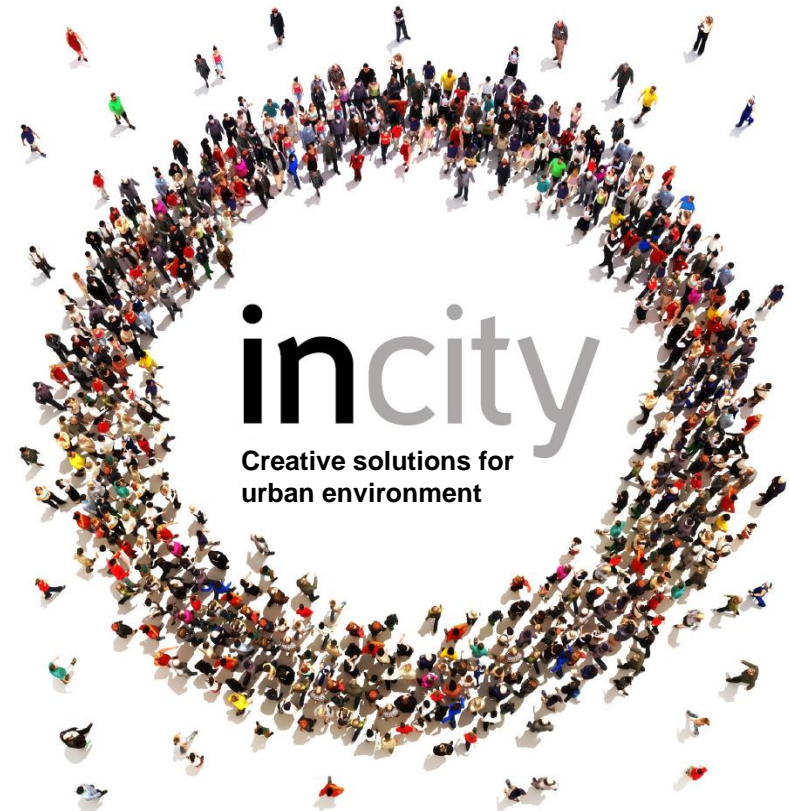
TECHNOLOGIES + NAVIGATION = incity

Rostec

Navigation improvement and tourism development are in line with the priority areas of the "Smart City" ecosystem project

"Smart city" concept is meant to create more comfortable conditions of the citizens life due to the intellectualization of all urban subsystems (energy, transport, buildings, water supply, government services, security, navigation, etc.).

"Smart city" project key elements

«Bright city»

«Intelligent transport system»

«Safe city»

«Environmental monitoring»

«Tourism development»

- Infrastructure development
- Citizens life safety control
- Ecological environment improvement
- People's life quality improvement
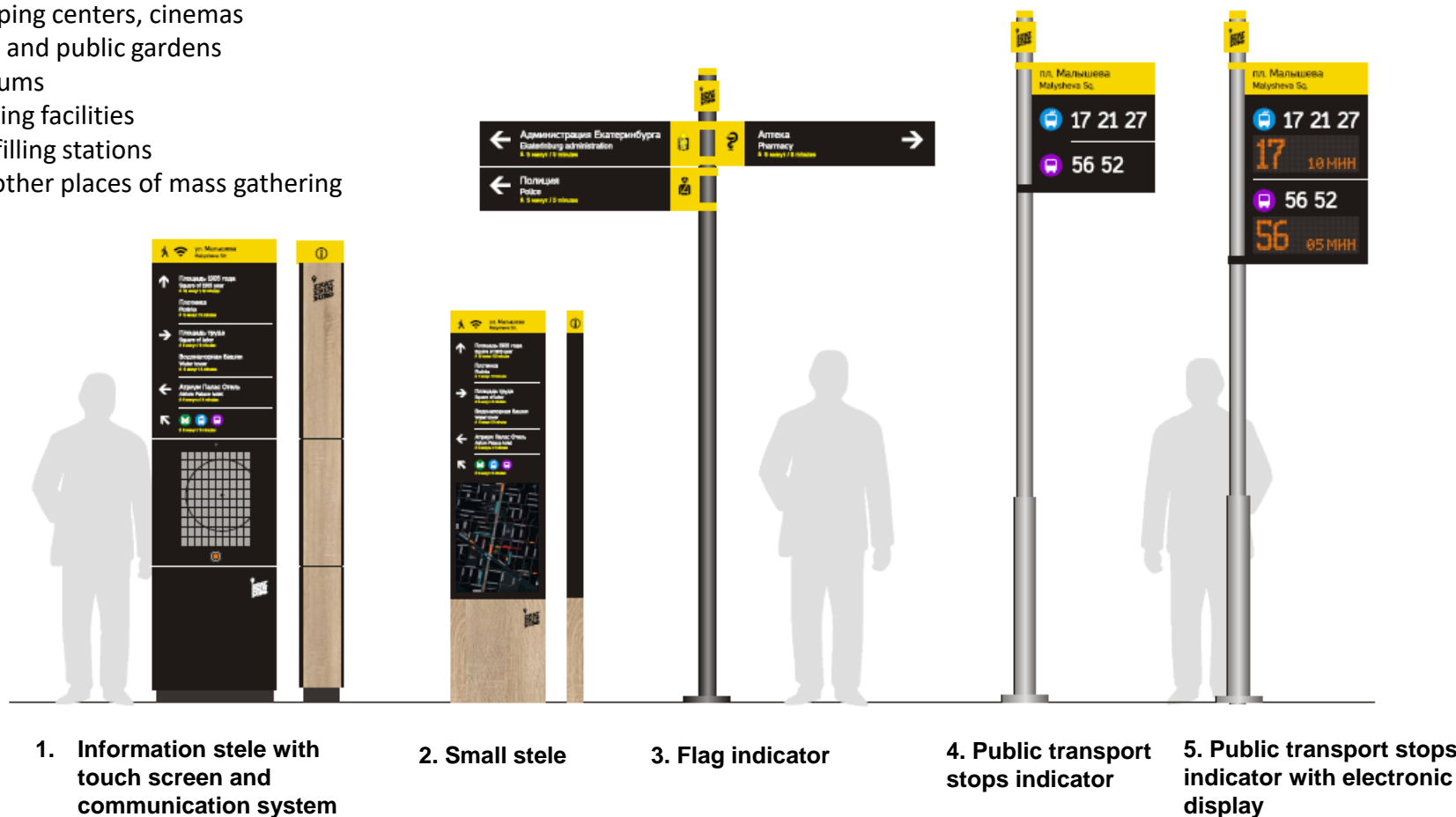
Navigational solutions platform InCity
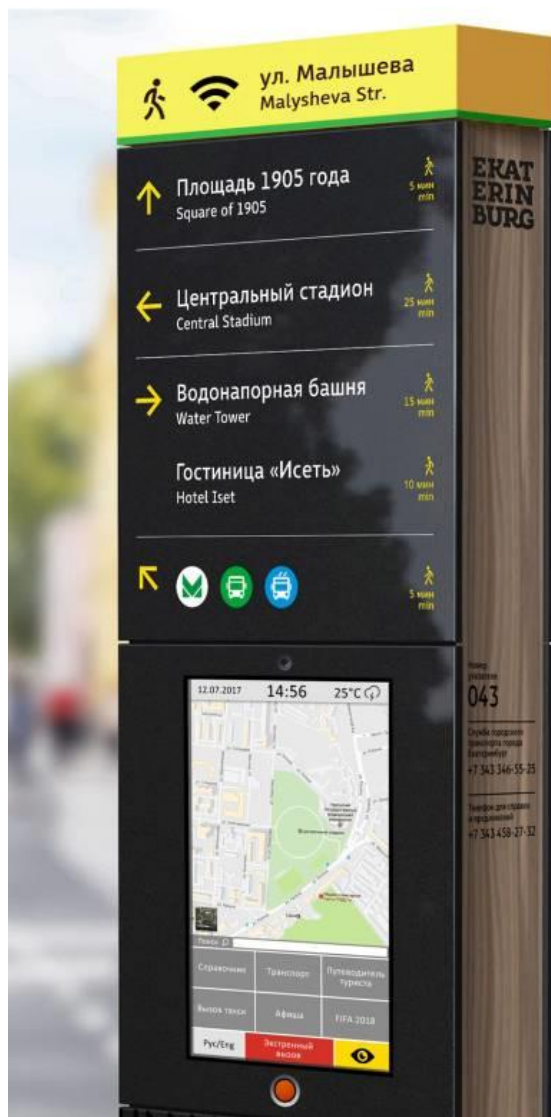
To form the full system, covering all necessary levels of interaction with urban environment, we have developed a **complex of elements from simple pointers to high-tech informational terminals.**
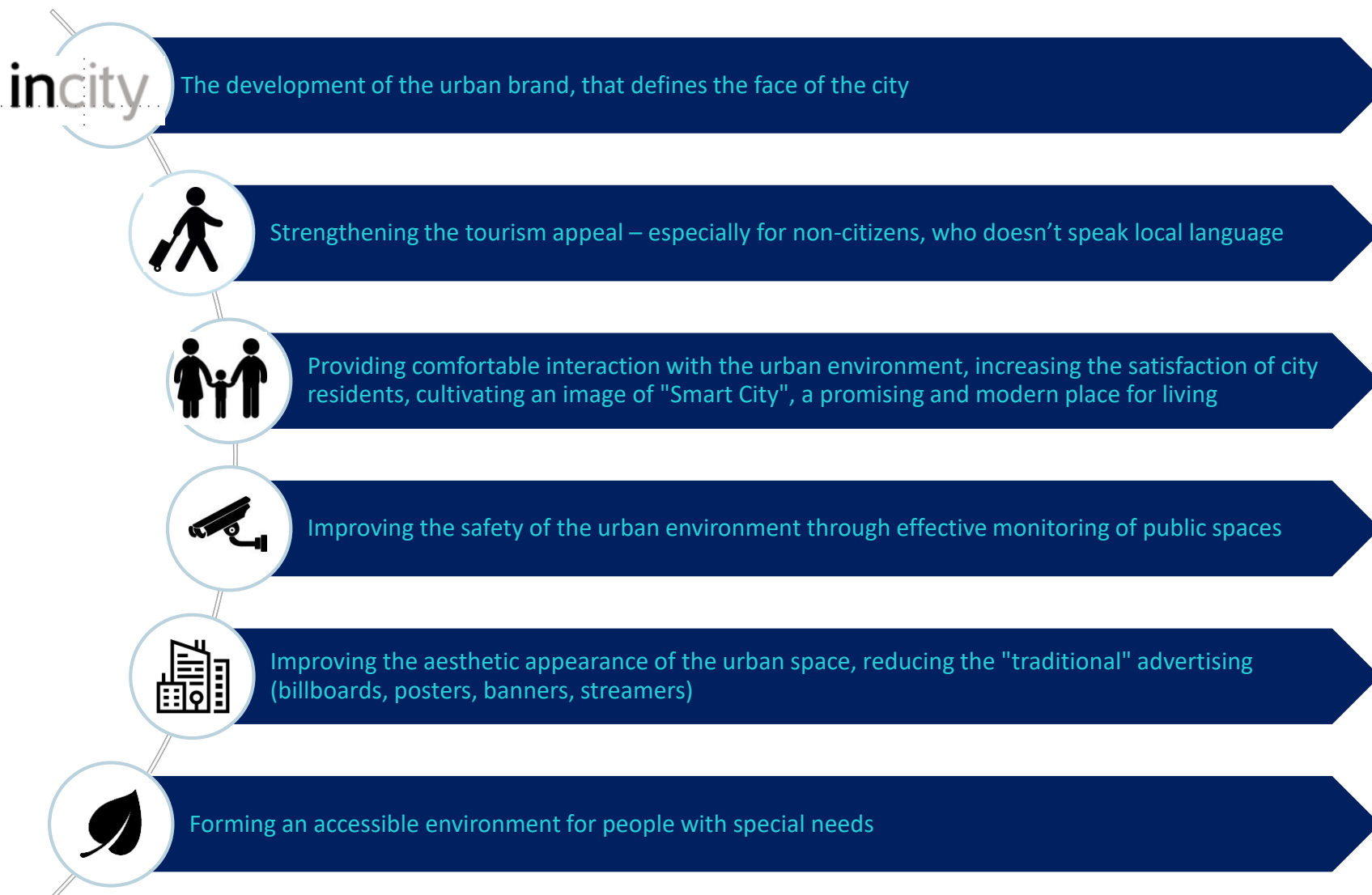
Navigational solutions platform InCity

Possible locations
- At public transport stops and transport interchange hubs
- Railway stations and other logistics centers
- Underground
- Airports
- Shopping centers, cinemas
- Parks and public gardens
- Stadiums
- Catering facilities
- Fuel filling stations
- And other places of mass gathering

1. **Information stele with touch screen and communication system**

2. **Small stele**

3. **Flag indicator**

4. **Public transport stops indicator**

5. **Public transport stops indicator with electronic display**

InCity project key benefits

The development of the urban brand, that defines the face of the city

Strengthening the tourism appeal – especially for non-citizens, who doesn't speak local language

Providing comfortable interaction with the urban environment, increasing the satisfaction of city residents, cultivating an image of "Smart City", a promising and modern place for living

Improving the safety of the urban environment through effective monitoring of public spaces

Improving the aesthetic appearance of the urban space, reducing the "traditional" advertising (billboards, posters, banners, streamers)

Forming an accessible environment for people with special needs

Information Stele Functionality

Possible options*
Reference data
• Interactive city map
• Transport map, routes and time of arrival, tracking the location of transport online
• Reference information about the main sights, city services, institutions, sports facilities, SEC, etc.

Safety
• Emergency communication with the help of the system "citizen-police"
• Permanent video and audio monitoring of public spaces (IR camera, fish eye camera, etc.)

Features
• Emergency call
• City taxi call
• Broadband Internet access, Wi-Fi hotspot
• USB for charging mobile devices
• Barcode and QR code scanners

Advertisement positioning
• Demonstration of advertising (static and dynamic), events poster

Forming an accessible environment
• Screen adaptation, additional keyboard for people with special needs
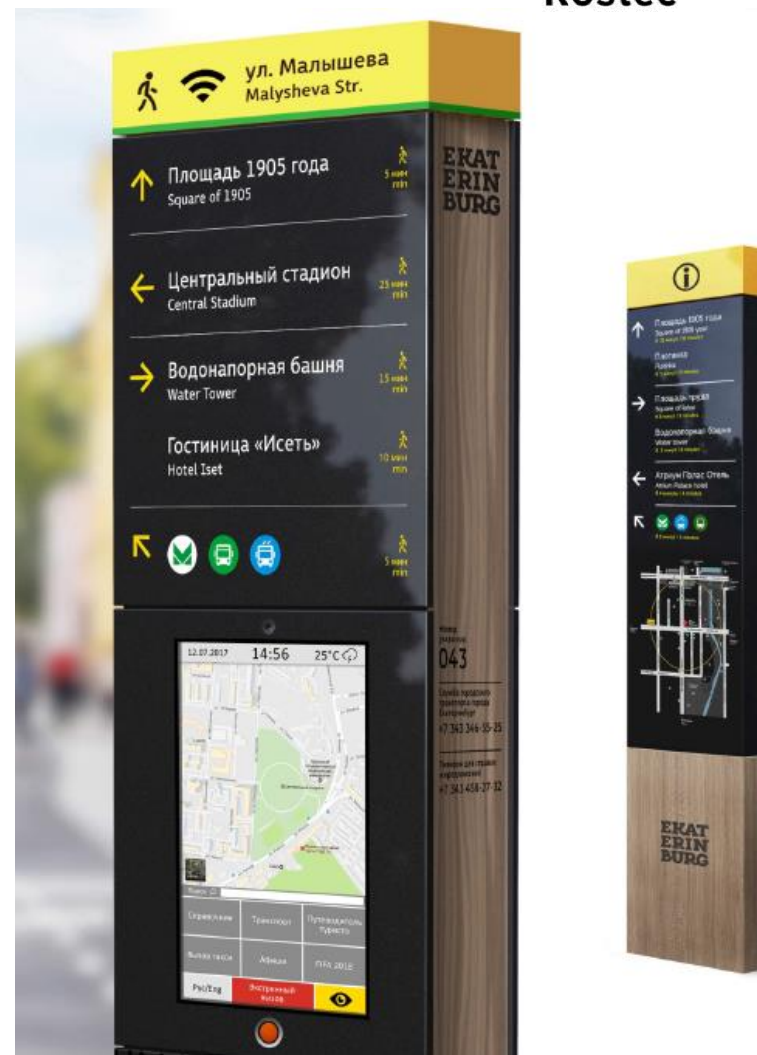
* Open product architecture allows you to create a list of necessary options depending on the individual requirements of the customer
Perspective options are highlighted in color, development is possible when obtaining technical enquiry from the customer
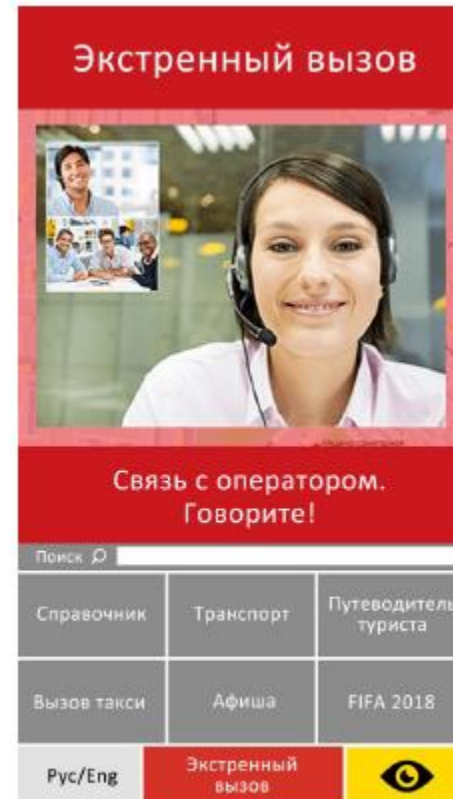
Terminal interface
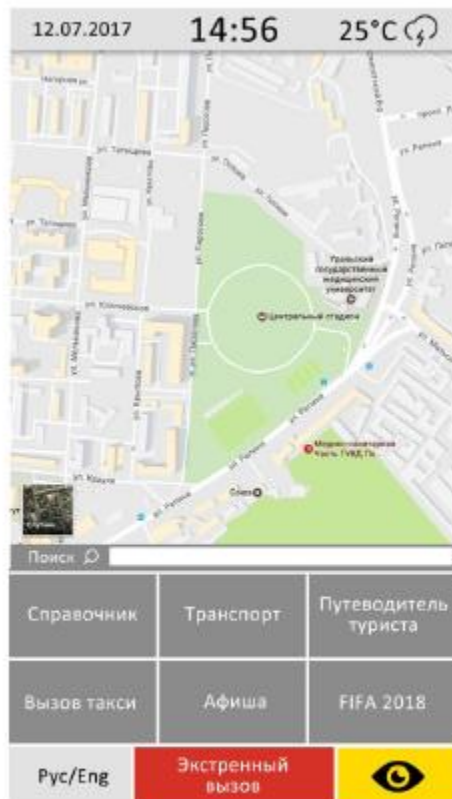
Travel information and reference data
the main sights of the city, compiling the optimal route, finding the nearest transport, calling a taxi
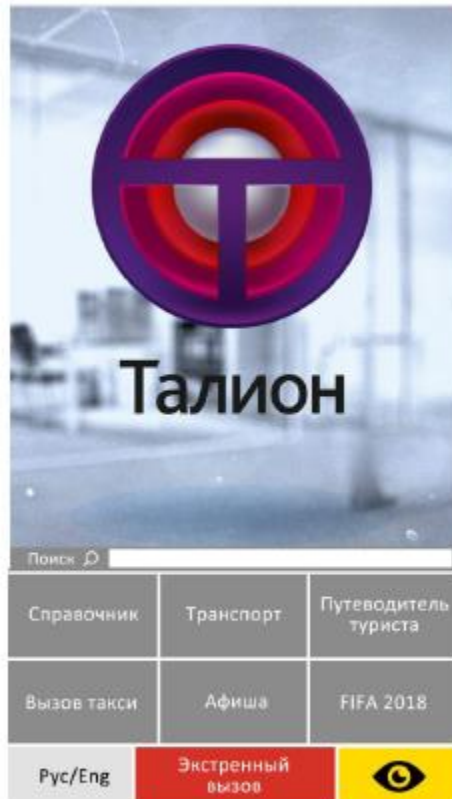
Advertising information content
reference and advertising information about the nearest infrastructure facilities, cafes, cinemas and public services points

Emergency call
The system automatically sends the coordinates of the user who pressed the button and allows to organize a two-way communication channel with the operator.

Information stele

The possibility of developing custom design solutions
Different versions of the case (weight, materials, round / square corners, etc.), a wide range of finishes, specially designed graphic elements, anti-vandal solutions allow you to adapt the system to any urban space, taking into account pedestrian traffic, ergonomics and activity level of the territory

Open architecture
Ability of customizing for customer's needs

Anti-vandal
Increased strength and impact resistance

Servicing ease
Easy replacement of any site, installation on-the-spot

Environmental compatibility and easy removal of contaminants

Device components:
- Touch screen
- Speaker system
- Noise-canceling microphone
- High-resolution color video camera
- Computer
- Backlight unit with light sensor
- Power supply module
- Air conditioning system

Stele brassboard on the Innoprom exhibition
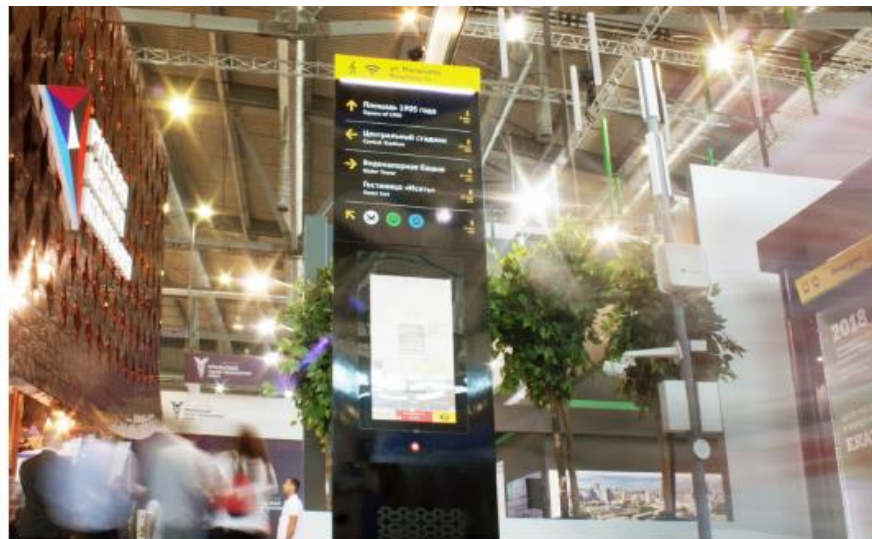
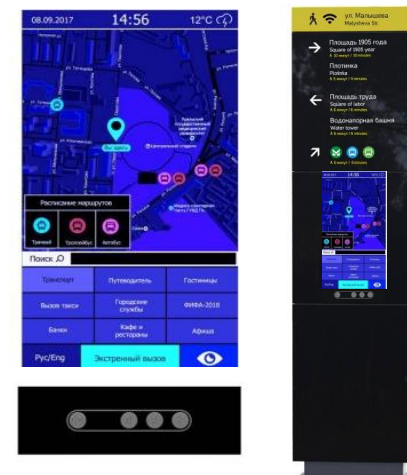# The proposed version of the information stele installation in Ekaterinburg
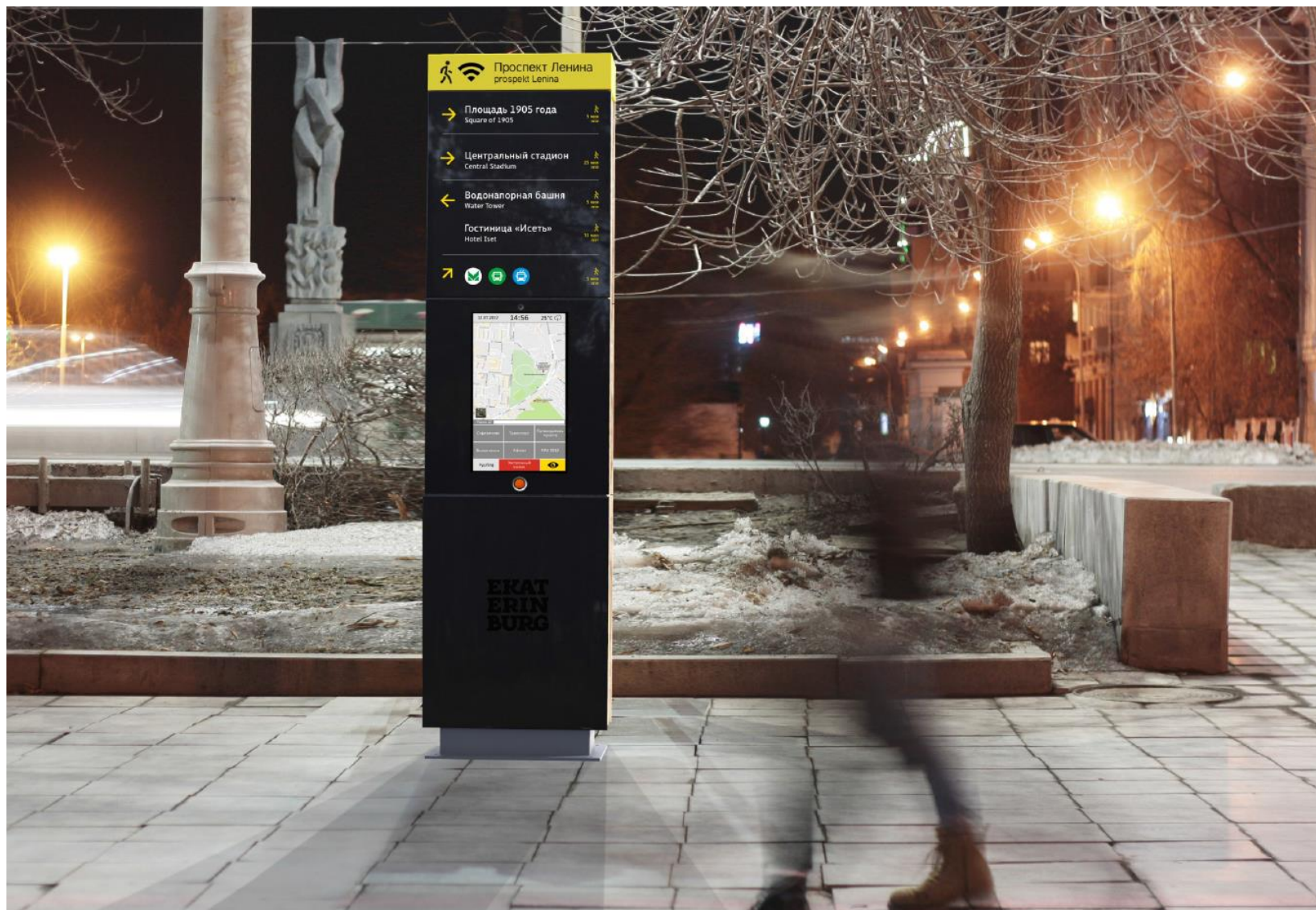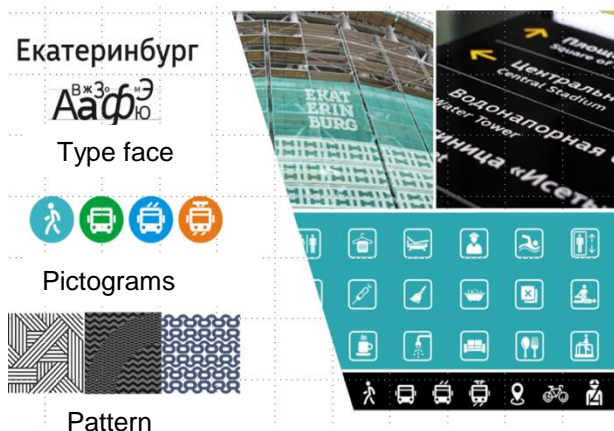
Promising items under development

Advertising content placement
(the reverse side of the stele)

Mobile information stele
(for installation at the time of various events)

Solutions for an accessible environment: an interface and an additional keyboard adapted for the visually impaired

Type face

Pictograms

Pattern

Identica development

Solutions for a safe city: video and audio monitoring of public spaces, urgent notification of citizens about emergencies, etc.

Mobile app

Solutions for a safe city

Emergency communication mode

Emergency notification of citizens

- When registering the "alarm button" signal, the operator gets access to video and sound information of the situation near the terminal.
- Video and audio are recorded on the internal storage medium.

- The display shows the necessary information
- Information can be duplicated by voice message

Perspective solutions for an accessible environment: assistance system for the visually impaired

Adapting the screen for the visually impaired
- Large symbols mode
- The mode of voice repetition of the performed action
- Dynamic hint mode
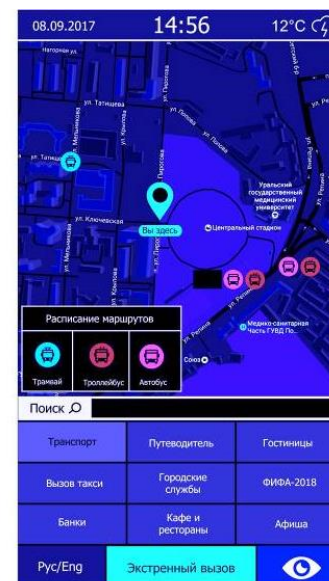- Color interface for the visually impaired

Possible placement of various reference data:
- Location, nearest transport stops
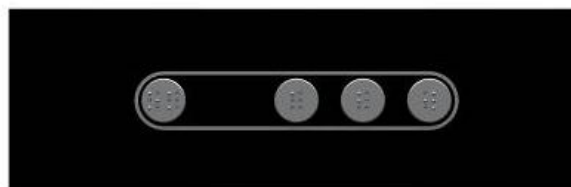- Nearest pharmacies, medical institutions, social welfare centers, etc.

Access to information can be performed through an additional keyboard, adapted for the visually impaired*.
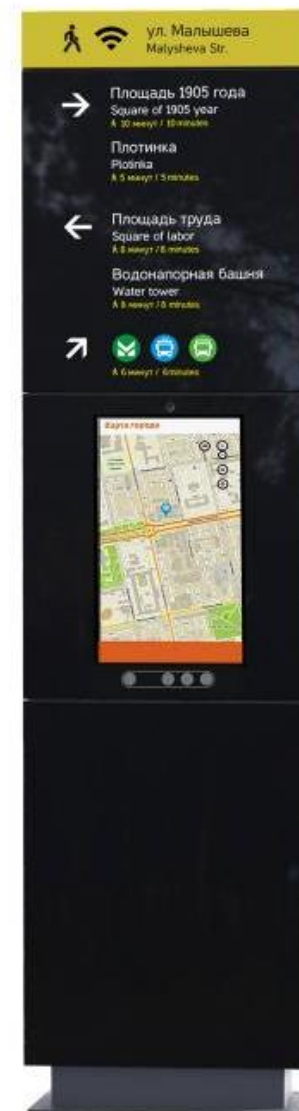

Interface in the standard display mode

The interface in the mode of displaying information for the visually impaired

* Can be customized according to customer requirements

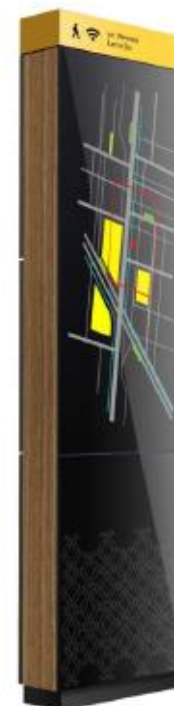# Perspective developments: placement of advertising content

Solution options for the reverse side
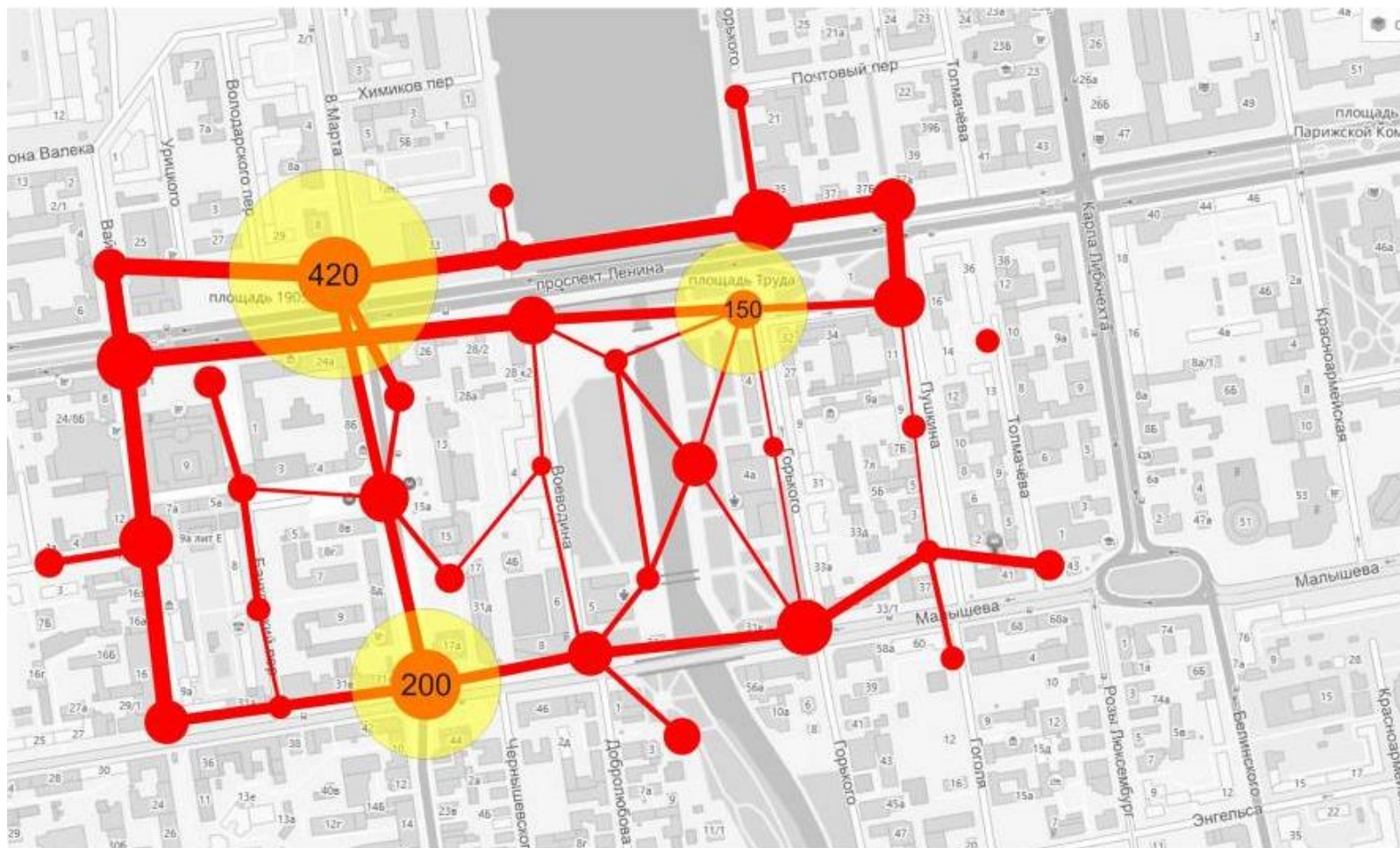

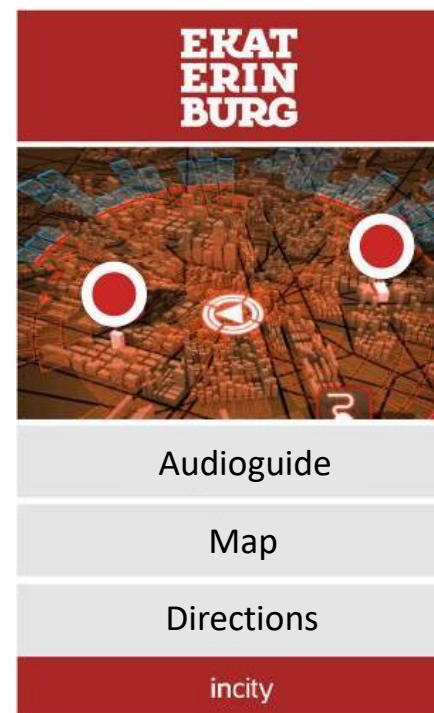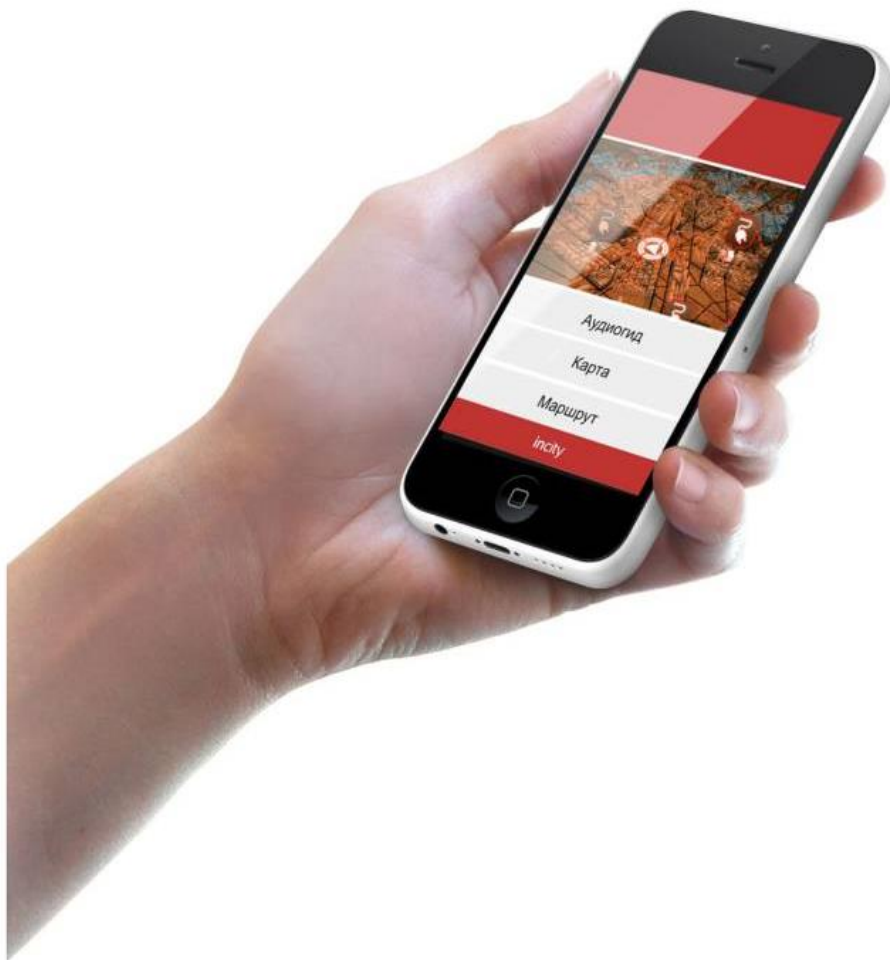Advertising LED screen

Screen with a roll-system

Graphic card

Features of demonstration of advertising content

- Distribution of advertising content depending on the density of pedestrian traffic.
- The possibility of targeting advertising depending on the concentration of groups of potential customers

Perspective developments: mobile app

Perspective developments: mobile stele

- Portable stele can be installed for the time of various sports, cultural and other events
- Stele consists of various functional modules, which are fixed on the supporting frame
- The design allows you to quickly mount and dismantle the stele.
- Stele can be completed from a large number of modules, based on the requirements of the customer.

Functional modules of the stele:
- Touch screen / push-button display
- Wireless charging module
- Help module for the visually impaired
- Module with built-in sound speakers
- A navigation module consisting of separate signposts
- Navigation module (map)
- Module for placing advertising materials

Additional Features

Along with the supply and installation of unified navigation elements on a turnkey basis it is also possible to develop a complete system of urban identica or its individual parts
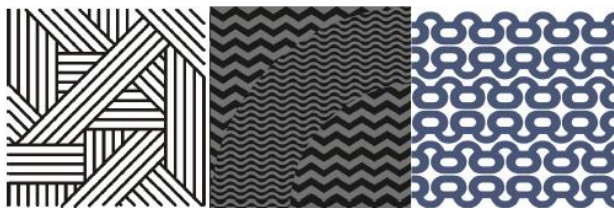

Екатеринбург

Аафю

Type face

Pictograms

Pattern

Elements of a specially developed identica