

VISIT JACKSONVILLE

Summary of Kiosk Options

Description:

Visit Jacksonville put a Bid out through City of Jacksonville procurement for the purchase of 3 weather-resistant kiosks for various locations through Jacksonville. Two bid responses were received as follows:

	QTY	Meridian Zero Degrees, LLC	Omniexperience
Furnish and install weather-resistant, outdoor, digital kiosks at three Jacksonville locations.	3	\$48,240	\$50,500
Software Set-up & Warranty	3	\$10,905	\$28,000
Maintenance (1-year from installation)	1	\$5,000	\$14,400
TOTAL		\$64,145	\$92,900

See attached documents from both Meridian Zero Degrees, LLC and Omniexperience for details and photos.

Funding:

Based on previously allocated Visit Jacksonville request to TDC, we estimated \$40,000 would be needed to procure 3 all-weather kiosks. This estimate was based on some conversations with vendors, but all of the specifics as to what was required were not provided until we put the bid with City procurement. As a result, funding is short by **\$24,145** of what was previously approved by TDC for 3 outdoor, all-weather kiosks (if it is decided to use Visit Jacksonville’s desired vendor, Meridian Zero Degrees, LLC).

intoGo:

Visit Jacksonville’s current vendor for app relations has provided an alternative for consideration by TDC. They opted not to bid on the RFP because they are not interested in providing an outdoor, all-weather kiosk. However, intoGo is currently in the development stage of installing a network of 10 touch-screen digital concierges similar to their app; however all will be indoor at locations such as hotels with co-branding as a Visit Jacksonville/ intoGo experience. The kiosks will be wrapped with this co-branding of Visit Jacksonville. The cost for 10 indoor concierges is \$39,000.

TDC Potential Options for Consideration:

1. Allocate additional funding to obtain 3 kiosks. Based on actual costs and balance remaining in capital, this would require an additional **\$18,273.64**.
2. For 2017-18 goal year procure 2 kiosks instead of 3 decreasing the total cost to approximately: **\$40,830**, which would require no additional funding. Contingent upon acceptance by Meridian Zero Degrees, LLC of lesser scope for the project.

3. Consider option provided by vendor that we already have an app relationship with **intoGo**. This would not be fulfillment of the RFP that was put out to bid and may require a posted request for interest or bid. Total cost for 10 indoor kiosk concierges is **\$39,000**. See attached intoGo document for details.

2017-18 Tourist Bureau Capital Allocation as Approved by TDC

Expense	Estimated Cost Approved by TDC	Actual Cost
New outdoor beaches signage	\$2,000	\$1,128.64
Interstate and wayfinding signage	\$5,000	\$0
Upgrades to Visitor's Centers: <ul style="list-style-type: none"> • Large-scale Maps (\$1,500) • Brochure display wraps (\$2,000) Outdoor signage (wraps) and flags (\$3,000)	\$6,500	\$6,500 (still waiting on 2 invoices to confirm actual total)
360 Video/Virtual Reality Set-Up	\$15,000	\$15,000
360 Videos (4 videos)	\$30,000	\$30,000
Kiosks	\$40,000	TBD
TOTAL	\$98,500	\$52,628.64
AVAILABLE BALANCE FOR KIOSKS		\$45,871.36

visit Jacksonville and the Beaches

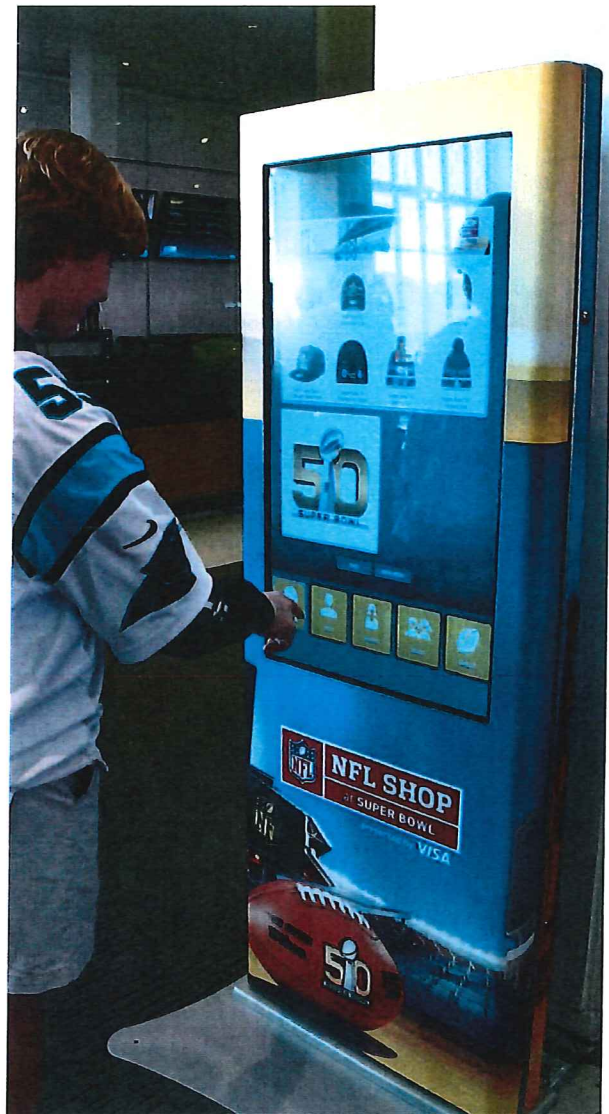
OUTDOOR KIOSK PROPOSAL



ABOUT MERIDIAN

Meridian is a fully integrated manufacturer of kiosks, interactive digital signage and self-service solutions. As an end-to-end self-service innovator, Meridian develops products and services from concept to completion all under one roof. For nearly two decades, we've helped our partners succeed by designing, engineering, manufacturing and integrating hardware and software solutions at our 13-acre headquarters in Aberdeen, North Carolina, USA.

With the combined capabilities of manufacturing, technology integration, software development, and field support, Meridian is wholly equipped to provide the Visit Jacksonville with this solution.



VISIT JACKSONVILLE INTERACTIVE KIOSK

Meridian's Outdoor Presenza Kiosk, in combination with Mzero Software and our InterAct digital signage application, will provide Visit Jacksonville a robust, scalable solution, allowing the city to create new awareness for both residents and visitors. With easily accessible and up-to-date interactive information, this solution will create a new level of visibility to all that Jacksonville has to offer.



INTERACT SOFTWARE EXAMPLES



Attract Screen - When any kiosk with InterAct Software is not in use, it acts as a digital signage player, scrolling through customized content that can be managed through the Content Management System. These images also serve as links to both internal and external content.

INTERACT SOFTWARE EXAMPLES



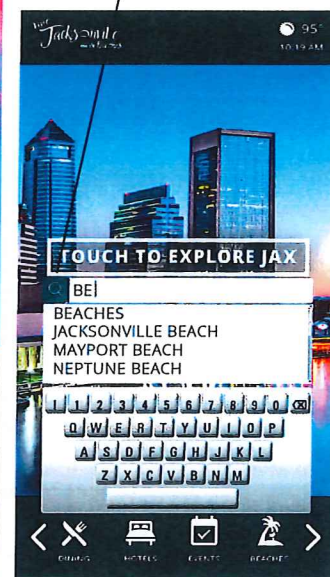
When a user engages the screen, display and menu bars appear at top and bottom of screen.

Time and Temperature

Custom Logo

Custom Attract Screen

Search Button



INTERACT SOFTWARE EXAMPLES



Custom background image

Scroll listings by touching arrows or by swiping

Filter and search listings by type and location

Pressed button displays what category is selected

INTERACT SOFTWARE EXAMPLES



Customized detailed description

Custom image or video

Interactive map or static image

Allows user to get phone number of listing

User can send custom SMS to mobile device

Link to whitelisted URL for specific relevant web content

Unique QR code allows user to scan with mobile device and take listing with them

Multi-lingual mode available in with translations of rendered text in up to 11 languages

INTERACT SOFTWARE EXAMPLES

VISITJACKSONVILLE.COM INTEGRATION



Secure browser displays whitelisted URLs

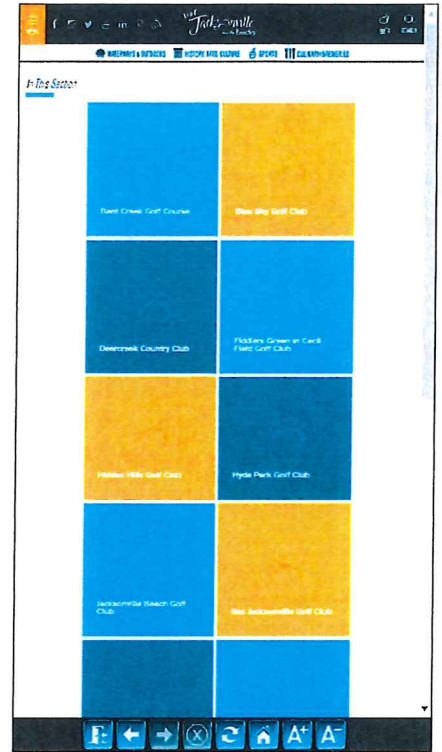
Exit Browser to App

Page Navigation

Refresh

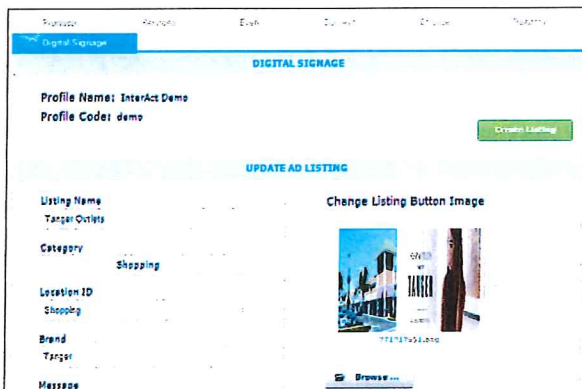
Home

Resize Text



SOFTWARE BACK OFFICE TOOLS

InterAct Content Management System allows for customization, organization, and deployment of content from a web portal.



Mzero Manage allows for system-level control of your kiosks: reporting, updating, and alerting capabilities from a web portal.



WHY OMNIEXPERIENCE?

8 Reasons To Choose Omniexperience

1. **New Integrated Platform & App Integration Capabilities** - Omniexperience new applications load into any solid state device and ensure better performance and users consistency for touch applications
2. **Knowledge or Hardware**- OmniExperience builds and supports hardware indoor and outdoor and has solutions built to ensure up time and consistency moving forward.
3. **Integrated Modules**- From Data Capture, Photobooth, Scavenger hunts, interactive trails, advertising to ticketing each app can connect to over 25 different solutions.
4. **Geo-Based Content & Social UGC Media** - Omniexperience will help you leverage **geo-aware** features and **user-generated social content** to engage visitors from nearby locations. With products such as **Social Wall, Scavenger Hunt, and Interactive Trails**, we can deliver dynamic content by Kiosk location.
5. **CRM, CMS & over 50 API integrations**- **With instant updates and new ways to pull and push content and information.** We sync these solutions with any CRM, CMS or even **Google**, Trip Advisor, Booking Engines, Opentable and more.
6. **.NET Development Interface for customers**, next generation integration, Viator Ticketing, Theme extension ticketing for existing ticketing API's, Shopify eCommerce, Beacon, NFC and AR solutions, next generation Chat Bots and more
7. **Display and Advertising**- Integrated options for driving revenue or building local business awareness, integrated options for showing information, imagery, video and more. Easy integration to power displays and video walls with curated content from Kiosks and other devices
8. **Mobile Integration**- Easily extend options to connect Kiosk and Visitors personal device allowing visitors to take itinerary's, direction and more, with easy sharing and device integration, includes web, iOS and Android

SCOPE OF WORK

Standard Products & Platform

OMNI Interactive Kiosk or Touch Screen - Design & Development

- Turnkey suite of custom interactive kiosk or touch screen solutions, which include design services, software development, hardware configuration, and content management.

OMNI CMS - Omnichannel Content Management System

- Core framework and content management system providing tools to centrally manage content on 6 supported digital marketing channels including websites, social networks, mobile apps, mobile notifications, digital displays, and touch screen kiosks.

OMNI Data Tools - Marketing Content & Data Administration Tools

- VisitJacksonville.com Integration
- Listing, attraction and key content
- Set of data administration tools that provide an easy way to integrate, aggregate, and syndicate marketing content and data to multiple marketing channels.

OMNI Data Integration - Data Integration or Migration Service

- Initial integration or migration of data/content into OMNI CMS. (40 hours)

Kiolytics™ (Kiosk Analytics)

- New Generation 1st Party Data - Full suite of interactive kiosk and touch screen analytics.
- Options for integration with Google or other consolidated analytic tools

OMNI Support

- New Local Support Team- Onsite and Online Support.

Standard Extensions- (see pricing sheet)

OMNI Maps

- Custom mapping and step by step direction integration with Google Maps API for interactive kiosks and touch screens

OMNI Forms

- Omnichannel Form Builder- With GDPR

OMNI Events & Content

- Calendar & Events Manager
- Play, Stay, Do - Visitor Information
- Email, Text Share

OMNI Hardware

- Outdoor Kiosks for any environment
- Monitoring and 24x7 Support
- Requires 110 Electrical
- Requires WiFi or Ethernet connectivity- 5mb is min. suggested per Kiosk

Optional Products

- OMNI Social Push
- OMNI Notify

Optional Extensions

- **OMNI Social Wall**
- OMNI Advertising Pro
- OMNI Smart Content
- OMNI Surveys
- **OMNI Deals**
- OMNI Menus
- **OMNI Itinerary**
- OMNI Sweeps
- Google Maps
- **Google Translate**
- Ratings & Reviews
- Table Reservations
- **Ticketing Systems**
- Wayfinding & Navigation
- Social Walls
- eCommerce Platforms

PROJECT TIMELINE

STRATEGY

WEEK 1 - 2

The first stage in the project Includes discovery, strategy and planning calls. Here, we finalize the timeline, scope of work, expected content, specific functionality and technical requirements. We also conduct additional planning discussions related to development, testing, deployment, maintenance and launch.

DESIGN

WEEK 3 - 8

During this stage you work with our creative and user-experience team to design your custom solution. We start with a single mock up and then go through three rounds of revisions to ensure your project is built exactly as planned. Wire-frames and storyboards are created to help you visualize the end results of the project.

DEVELOPMENT

WEEK 9 - 14

This stage covers all development, digital display setup and device management. All development customizations and hardware configurations are completed in this stage. Your project team will continue with testing as it becomes available to ensure the solution is near finished before client-side testing begins.

LAUNCH

WEEK 14 - 16

This is the final testing and launch phase. During this time our testing team will work with you to conduct thorough testing within a staged environment. All preparations for going live will also be completed at this time. Client will train with project team so they are comfortable with each solution and any changes they need to make.

PROJECT MANAGEMENT TOOLS:



Basecamp®



PROJECT COSTS

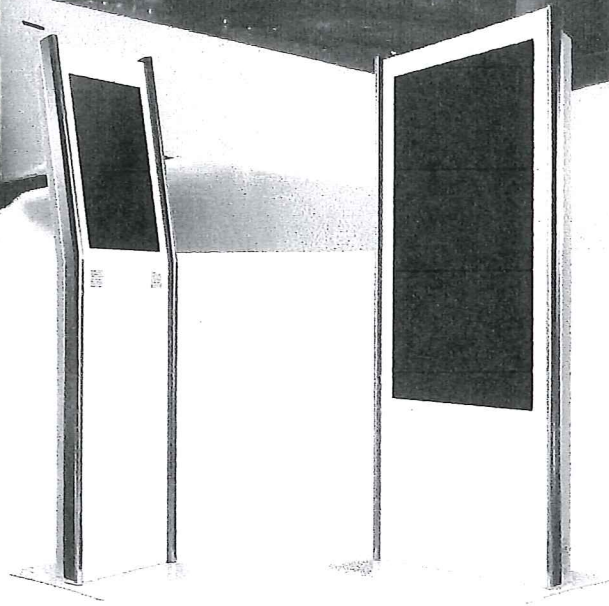
PRODUCT / SERVICE	PRICE	QTY	TOTAL
Platform & Channel Products			
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Initial Unit	\$5,500	1	\$5,500
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Additional Units	\$1,500	2	\$3,000
<input checked="" type="checkbox"/> OMNI CMS	\$0	0	\$0
<input checked="" type="checkbox"/> OMNI Data Tools	\$0	0	\$0
<input checked="" type="checkbox"/> OMNI Data Integration visitjacksonville.com	\$2,500	1	\$2,500
<input checked="" type="checkbox"/> Kiolytics - Kiosk Analytics	\$1,000	1	\$1,000
Product Extensions			
<input checked="" type="checkbox"/> OMNI Advertising	\$1,500	1	\$1,500
<input checked="" type="checkbox"/> OMNI Maps	\$1,500	1	\$1,500
<input type="checkbox"/> OMNI Forms- GDPR	\$1,500	0	\$0
<input checked="" type="checkbox"/> OMNI Events	\$1,500	1	\$1,500
<input type="checkbox"/> OMNI Faces	\$4,500	0	\$0
<input type="checkbox"/> OMNI Photo Booth	\$3,500	0	\$0
<input type="checkbox"/> OMNI Guest Book & Surveys	\$2,500	0	\$0
Product Extensions (Optional)			
<input checked="" type="checkbox"/> OMNI Social Wall	\$1,000	1	\$1,000
<input checked="" type="checkbox"/> OMNI Deals- Special Offers	\$1,000	1	\$1,000
<input checked="" type="checkbox"/> OMNI Itinerary	\$2,500	1	\$2,500
<input checked="" type="checkbox"/> Google Translate- Up to five languages	\$2,500	1	\$2,500
<input checked="" type="checkbox"/> Ticketing Systems- Viator or third party	\$4,500	1	\$4,500
TOTAL			\$28,000

OUTDOOR KIOSKS

Cosmic Series

Standing Tall Kiosks

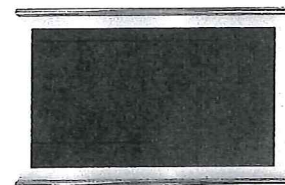
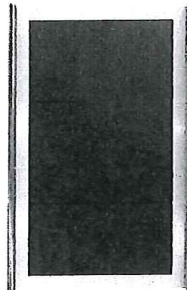
- 27" Cosmic Kiosk
- 32" Cosmic Kiosk
- 42" Cosmic Kiosk
- 55" Cosmic Kiosk



Magnetic Series

Wall Mounted Kiosks

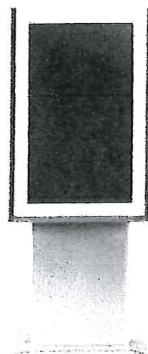
- 32" Magnetic Kiosk
- 42" Magnetic Kiosk



Quantum Series

Standing Short Kiosks

- 22" Quantum Kiosk
- 32" Quantum Kiosk
- 42" Quantum Kiosk



HARDWARE COSTS

DESCRIPTION	PRICE	QTY	TOTAL
Interactive Kiosks			
<input type="checkbox"/> 32" Magnetic Kiosk	\$0	0	\$0
<input checked="" type="checkbox"/> 42" Magnetic Kiosk OUTDOOR- USA Built	\$13,500	3	\$40,500
All weather Outdoor Kiosk			
Accessories			
<input type="checkbox"/> Kiosk Graphic Wrap	\$500	0	\$0
<input type="checkbox"/> Kiosk Extended 3 Year Warranty	\$850	0	\$0
<input checked="" type="checkbox"/> Kiosk Webcam	\$200	3	\$600
<input type="checkbox"/> Kiosk Printer - Basic	\$1,350	0	\$0
<input type="checkbox"/> Kiosk Speakers	\$225	0	\$0
<input type="checkbox"/> Kiosk Credit Card Swiper	\$150	0	\$0
<input checked="" type="checkbox"/> Micro Media Player	\$800	3	\$2,400
<input type="checkbox"/> Shipping - Small	\$500	0	\$0
<input checked="" type="checkbox"/> Shipping - Large Estimate	\$2,500	1	\$2,500
<input checked="" type="checkbox"/> Kiosk Installation & Training	\$1,500	3	\$4,500
Will require 110 electrical and Wifi or Ethernet			
TOTAL			\$50,500

SUPPORT COSTS

PRODUCT / SERVICE	FEE	MONTHS	TOTAL
Monthly Support Items			
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Initial Unit	\$350	1	\$350
<input checked="" type="checkbox"/> OMNI Interactive Kiosk - Additional Units	\$250	2	\$500
<input checked="" type="checkbox"/> OMNI Kiosk Analytics	\$100	1	\$100
<input checked="" type="checkbox"/> OMNI Advertising	\$50	1	\$50
<input checked="" type="checkbox"/> OMNI Translation	\$100	1	\$100
<input checked="" type="checkbox"/> OMNI Social Wall	\$100	1	\$100
<input type="checkbox"/> OMNI Photobooth	\$150	0	\$0
TOTAL			\$1,200

INTOGO LLC

PROPOSAL FOR SERVICES

For Visit Jacksonville

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Date: 10-3-2018 **Prepared For:** Sarina Wiechens & Michael Corrigan / Visit Jacksonville

Project: The Co-Creation & Co-Branding of the Visit Jacksonville & intoGo Digital Concierge(s)

Dear Mr. Corrigan and Ms. Wiechens:

In furtherance of my letter to you of 9/19/18 relative to creating touch-screen informational kiosks for Visit Jacksonville and the Tourist Development Council I would like to present you with a more specific proposal for working together on this promising initiative. It is my belief that in working together, we will create the best possible outcome for the visitors of our community. I believe that working together will result in better software, more kiosk locations, more impact and will ultimately exceed any requirements or expectations from the TDC. This Proposal outlines what I believe to be a great starting point for what we hope may become long-term working relationship. If you find the information outlined within this Proposal to be sufficient for consideration, we will consult with you and draft a more formal agreement for review.

Objectives

1. Collaborate in the creation of an initial network of 10 Touch-Screen Digital Concierges (kiosks) to be deployed indoors throughout Jacksonville at high traffic areas. Kiosk locations can include, but not be limited to, destinations, popular venues, hotels, & visitor favorites. Locations will be evaluated and agreed upon by both intoGo and Visit Jacksonville.
2. Co-Brand the Concierges as a Visit Jacksonville/intoGo experience and/or Presented by Visit Jacksonville.

What will the Concierge do?

Utilizing our all-inclusive database, our first version will contain venue information, attractions or things-to-do, dining & drinks, & events, in addition to feature requests by Visit Jacksonville. It will initially look very similar to the intoGo app. A few additional features will be added such as "text me information" so that people can upload selected the information to their mobile devices. Upon completing Version 1, we will then deploy the machines and move to further enhance the visitor experience by adding new features, which may include checking a flight status, requesting a ride, checking in to a hotel, purchasing tickets, making a reservation, taking and printing a picture, etc. New features will be discussed, prioritized and agreed upon by Visit Jacksonville and intoGo.

SCOPE OF WORK

Our primary focus in the first year of this project will be 1) collaborating with Visit Jacksonville in the determination of the highest-value kiosk locations, 2) developing and maintaining the kiosk software and adapting the intoGo app content for kiosk use, 3) installing and maintaining the kiosk hardware, and 4) designing and installing the kiosks for 100% up-time functionality and always up-to-date content accuracy.

Touch Screen Concierge Build-out:

This project will be a collaborative effort between intoGo and Visit Jacksonville to ensure the best possible experience and outcome for the visitor/user. Visit Jacksonville will be able to request specific features for the Concierges to include any specific feature. Requests by Visit Jacksonville will be discussed with intoGo and together we will reach an amicable solution to each request. Visit Jacksonville will have branding throughout the user experience and on the outside of the machines themselves. We propose a custom branded wrap around

the machine to the likes of 'Presented by Visit Jacksonville' as well as branding throughout the interaction of the Concierge software.

1. Concierge Deployment:

intoGo will work collaboratively with Visit Jacksonville in the identification of high-visibility, high-impact locations for the kiosks in strategic locations throughout the city, as well as the specific place within each location where the kiosk will be most effective.

2. Maintenance of Software & Hardware:

intoGo will be completely responsible for the installation, operating effectiveness, content quality and maintenance of all Concierge machines. intoGo will maintain all Concierges so that both the hardware and software work as intended with uninterrupted user availability.

INVESTMENT & COLLABORATION

The following tables detail the pricing for delivery of the services outlined in this Proposal.

Service Costs – One Time Fees	Price
10 indoor kiosks including kiosk wrap & Installation	\$19,000
Development of Software	\$15,000.00
Total Installation Costs	\$34,000.00

Services Cost – Annual Fee – 1 st Year Only	Price
Maintenance of Concierge Hardware, Software & Content Database.	\$5,000.00
Total Services Proposal Cost	\$39,000

Installation and operation within 90 days of contract award. intoGo looks forward to the future possibility of more kiosks, should this initiative prove to be successful.

Benefits for Visit Jacksonville to work with intoGo:

- Minimal development time to go to market
- Minimal time from Visit Jacksonville staff to create the product
- Branding for Visit Jacksonville on the Digital Concierge wrap
- Branding for Visit Jacksonville on the Digital Concierge software
- A feature on the Digital Concierge for Visit Jacksonville to feed content to
- A larger footprint utilizing 10 indoor kiosks
- No hardware maintenance
- No software maintenance
- Minimal research into kiosks or the industry
- Collaboration on the functionality and feel of the Digital Concierge
- Work with a local company with whom Visit Jacksonville has worked with before
- Work with proven experts in visitor software

Important Components

- intoGo will be responsible for developing all software related to the Concierge
- intoGo will be responsible for purchasing all machines, whether indoor or outdoor, to ensure a fit with the software and that the machine is suitable for the designated location.
- intoGo will deploy and maintain all Concierge machines, both Hardware and Software.
- Visit Jacksonville will be able to request specific features for the Concierge
- Visit Jacksonville will be able to feed content through the Concierge
- Visit Jacksonville will be branded throughout the experience of the Concierge
- Visit Jacksonville will be branded on the exterior of the Concierge
- Visit Jacksonville may request specific locations for a Concierge
- intoGo will own any Concierge machines it deploys UNLESS that machine's location is specifically requested and paid for as described in the Investment & Collaboration section below. If Visit Jacksonville specifically requests and pays for a machine, intoGo will install it and Visit Jacksonville will own it, as described below

IN CONCLUSION

We are confident that we can meet the challenges ahead, and stand ready to partner with you. Upon request, we would be happy to put together and present a presentation for the Tourist Development Council, showcasing the benefits of our organizations working together.

Together, with our combined resources:

1. It will equate to far more Concierge machines throughout Jacksonville.
2. It will lead to far better software and features, now and moving forward, for Jacksonville Visitors.
3. Most importantly, what we've proposed will relieve your team of the burden of researching, wire-framing, designing, building, installing and maintaining the hardware or software of these machines.

If you have questions on this Proposal, feel free to contact Zachary Schwartz at your convenience by email at Zachary@intoGo.com or by phone at (904) 574-2494.

Sincerely,



Zachary Schwartz

CEO