

InLink Product Statement

V1.7 | May 2018



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About us

InLinkUK is a London-based joint venture between technology company Intersection and Primesight, a leading UK out-of-home media company.

We work in exclusive partnership with BT in the UK to support them using their connectivity to ensure communities in urban areas are well-served in the digital age through the roll out of InLinks to replace and rationalise their network of payphones.

Locally we have been collaborating with councils throughout the UK on the installation of InLinks and the removal of non-listed BT payphones. Since June 2017 we have over 140 InLinks already go live with hundreds more in the coming months expected throughout central areas of London, Glasgow, Leeds, and other major cities around the UK.

In doing so we are creating a service to revolutionise streetscapes and helping deliver the fastest and most robust free public Wi-Fi service in the UK.

At no cost to taxpayers or end users, InLinks provide communities with an unprecedented suite of essential urban tools, including free ultrafast Wi-Fi, phone calls, wayfinding, device charging, an emergency 999 call button, public messaging capabilities, and a platform for interactive technologies on the streets such as air quality monitoring.



What is an InLink

InLinks are a fully-accessible community structure helping to connect and improve local streets in urban areas. At no cost to taxpayers or end users, InLinks provide communities with an unprecedented suite of essential urban tools:

- **Free ultrafast Wi-Fi with speeds up to 1 Gb per second within 100m** of each InLink, with more than 77,000 unique users having already subscribed, which as of last month saw them use enough data to view over 168 million webpages
- **Touchscreen tablets** to access council services, BT's phone book, maps and directions, with more than 25,000 tablet sessions every week from our users
- **Accessible** in design including hearing induction loops, braille embossed and TalkBack functionality in the tablet for those with disabilities
- All InLinks are powered by **100% renewable carbon-free energy** with screens dimming at night in accordance with the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements
- The InLinkUK team provide **bi-weekly cleaning** and the ability to rapidly respond on an as-needed basis to any issues monitored by sensors in the InLinks
- With a **footprint of just 0.22m²** InLinks are smaller than any comparable street furniture, and their installation also facilitates and **funds the removal of two existing BT payphones** giving back 1,78m² for each installation
 - So far we have given back pavement space to local communities equivalent to install more than 135 street trees, 450 litter bins or 280 bicycle parks
- **438 hours of council content** on the screens are provided to the Council on each InLink per year to promote local initiatives, news, and events
- Over 1,000 hours per year of hyper-local content allow each InLink to act as a **community notice board** with the InLinkUK team able to work with local groups to promote nearby events and activities
- Secure power-only USB ports for **rapid device charging**
- **Free phone calls** to UK mobile, local or national numbers, including the option to plug in your personal headphones for more privacy, with ~27,000 free calls made each week
- **Direct 999 call button** with location sharing two-press approach to limit accidental activation, with emergency messaging capabilities currently under development
- The opportunity to integrate **additional environmental sensors** in collaboration including on air quality (under trial), noise, and other environmental factors.

A range of factors are considered when choosing the site for each InLink, including Council and community feedback, pedestrian and vehicle flows, visual character of the street scene, proximity to sensitive heritage assets, pavement widths, surrounding land uses and social context in accordance with local policy requirements.

All services are provided in accordance with the InLinkUK [Terms of Use](#) and [Privacy Policy](#), and are compliant with relevant privacy rules and regulations in the UK.

Awards and community feedback

InLinks are an award-winning design that are sensitive to their context both in terms of the built environment and the people who use it.



“Fast connectivity isn’t merely a nice thing to have, it makes a real difference to people’s lives. ”

Abi, London

“Even better than the internet I can get at home.”

Jess, London

“It’s really exciting to see this kind of innovation coming to Leeds. Why don’t we have more of them?”

Matthew

InLink roll out programme

Our approach to planning has always been collaborative with Councils to look at the roll out of the InLinks to improve the street scene through a process of rationalisation of the existing BT payphone estate.

Our teams work closely with local authorities and other relevant local stakeholders to identify suitable sites for InLinks and to select which payphones are to be removed.

Once the appropriate permissions have been gained for the installation, we progress with removals and installations with the minimal possible disruption to the local residents and businesses.

We have designed the activation of the units to be as automated as possible to minimise the time requirements for our engineers to set-up and prove that the units are ready for service.

As part of this approach we welcome the opportunity to collaborate on all stages of the roll out in an area wherever possible.



InLink design and technical information

The partnership between InLinkUK and BT is putting digital services on the street to help people and communities become better connected.

As part of this and funded through their installation, at least two non-listed BT payphones will be removed for each new InLink, allowing us to **return hundreds of square meters of valuable pavement space** to local communities and councils.

InLinks themselves are free-standing structures featuring digital display screens on two sides and a user interface based around an android tablet. The overall dimensions are 28cm deep, 79cm wide at ground level, 89cm wide at the top of the unit, with a height of 290cm. The narrower base reduces the street footprint further and gives a slender, elegant appearance.



In designing InLinks, the team have taken a user-centred approach: from the creation of an inviting, accessible, physical and digital design to the easiest-to-use and fastest public Wi-Fi available anywhere in the UK, to creating a valued advertising programme in harmony with its surroundings that will set the standard for quality content and context relevance.

The touchscreen looks up, welcoming the user, while the small “privacy wings” give a sense of personal space without enclosures. Integrated lighting above the interface panel illuminates this area, giving a sense of comfort and safety to the user when it is dark.

There are two security cameras above the ad displays as well as one built into the tablet. Currently the cameras are deactivated, and we have no immediate plans for this to change. If the time comes for the cameras to be turned on, it will be for a community benefit, and we will notify the public through multiple communication channels, including, where appropriate, doing so with public consultation and notifying stakeholders of our intentions.

Accessible for all types of users

InLinks have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- The tablet interface placed at 121cm to provide easy access, including for wheelchair users
- Braille embossed information on all key features and the numbered keypad
- Easy touch 999 call button to ensure it can be used regardless of mobility restriction (includes two push approach to reduce the chance of accidental calls)
- High-contrast large type labels help the visually impaired
- TalkBack functionality facilitates full access to the tablet for all users
- Hearing induction loops integrated into each unit
- The touch screen interface is designed to feel familiar to consumer tablet products.

We will shortly be introducing Next Generation Text Relay on to the InLinks which will further support people with a disability using the InLinks.



Connectivity through gigabit Wi-Fi

InLinks connect their communities to the fastest and most robust free public Wi-Fi service in the UK, full fibre connectivity enables speeds **up to 27 times faster than standard broadband¹** and connections able to handle large numbers of users without any reduction in speed.

Signing up is done through a **one-time email address registration** which then connects automatically whenever a user is in range of an active InLink. We do not sell these email addresses on, and have a customer-first policy to create the best experience possible for our users.

Each InLink also has in place content filtering, so accessing websites that are only suitable for adults will not be possible through our service.

Our Privacy Policy can be viewed at: <http://www.inlinkuk.com/privacy-policy>

Comparable Download Speeds

	InLink Wi-Fi (up to 1Gbps*)	Proposed UK Broadband Universal Service Obligation (10 Mbit/s)	Average UK Download as per figures from Ofcom (36.2 Mbit/s)
5 minute video (30MB approx.)	0.24 seconds	25 seconds	6 seconds
45 minute TV show (200 MB approx.)	1 second	3 minutes	46 seconds
2 hour film (1,00MB approx.)	8 seconds	14 minutes	4 minutes
2 hour HD film (4,000MB approx.)	33 seconds	56 minutes	15 minutes

*Note: Actual performance will depend on a range of factors including but not limited to device performance and radio interference

¹ November 2017 figures, published April 2017 - Ofcom's annual study of fixed line home broadband ISP speeds across the United Kingdom has revealed that the average Internet download rate is now **36.2Mbps** (up from 28.9Mbps last year).

Interactive tablet

Every InLink gives access to maps, directions, and city services from an easy-to-use touchscreen tablet. The tablet uses the popular Android operating system, which provides a series of 'tiles' that give access to:

- Local council services
- BT's phone book and free calls
- Local weather information
- Maps and wayfinding
- FAQs and instructions

InLink tablet sessions timeout after 30 seconds of inactivity or when selected, wiping all user sessions clean.

The open source licensing of this system also ensures continued support and advancement over the next decade. We will also look to work with partners to develop new apps to provide meaningful, local information.

The tablet is a ring-fenced system that does not allow open web browsing.



Free calls for everyone

InLinks allow users to make free calls to mobile, local and national phone numbers using two different methods:

- Using our directional speaker and built in microphone, equipped with noise-cancelling technology and an adjustable volume, to make calls that rival a traditional handset in clarity and quality
- By plugging in a standard headset or earphones into the built-in headphone jack in for additional privacy

The tablet and speaker are set back into the InLink and sheltered from the sides, allowing for a comfortable level of privacy for personal communications. In addition, **the speaker volume is automatically reduced at night** (except for emergency calls)

For international calling, users can purchase a calling card readily available at retail stores across the country.



Safer communities

Every InLink includes a **direct 999 call button** that connects users in an emergency to the relevant services.

When used, the call button **automatically shares the location** of the InLink with the authorities.

The design of the button is a two push approach to reduce the chance of accidental calls; the first time a voice confirms that the user wish to call the emergency services, prompting them to push the button a second time to confirm.

The InLinks can also support campaigns with local police and other authorities. For more information see the communities section below.

There are two security cameras above the ad displays as well as one built into the tablet. Currently the cameras are deactivated, and we have no immediate plans for this to change. The services we do currently offer via the InLinks, are compliant to the privacy rules and regulations that govern technology and telecommunications companies in the UK.

We are extremely proud of the InLinks and the benefits they offer to society and communities. If the time comes for the cameras to be turned on, it will be for a community benefit, and we will notify the public through multiple communication channels, including, where appropriate, doing so with public consultation and notifying stakeholders of our intentions.

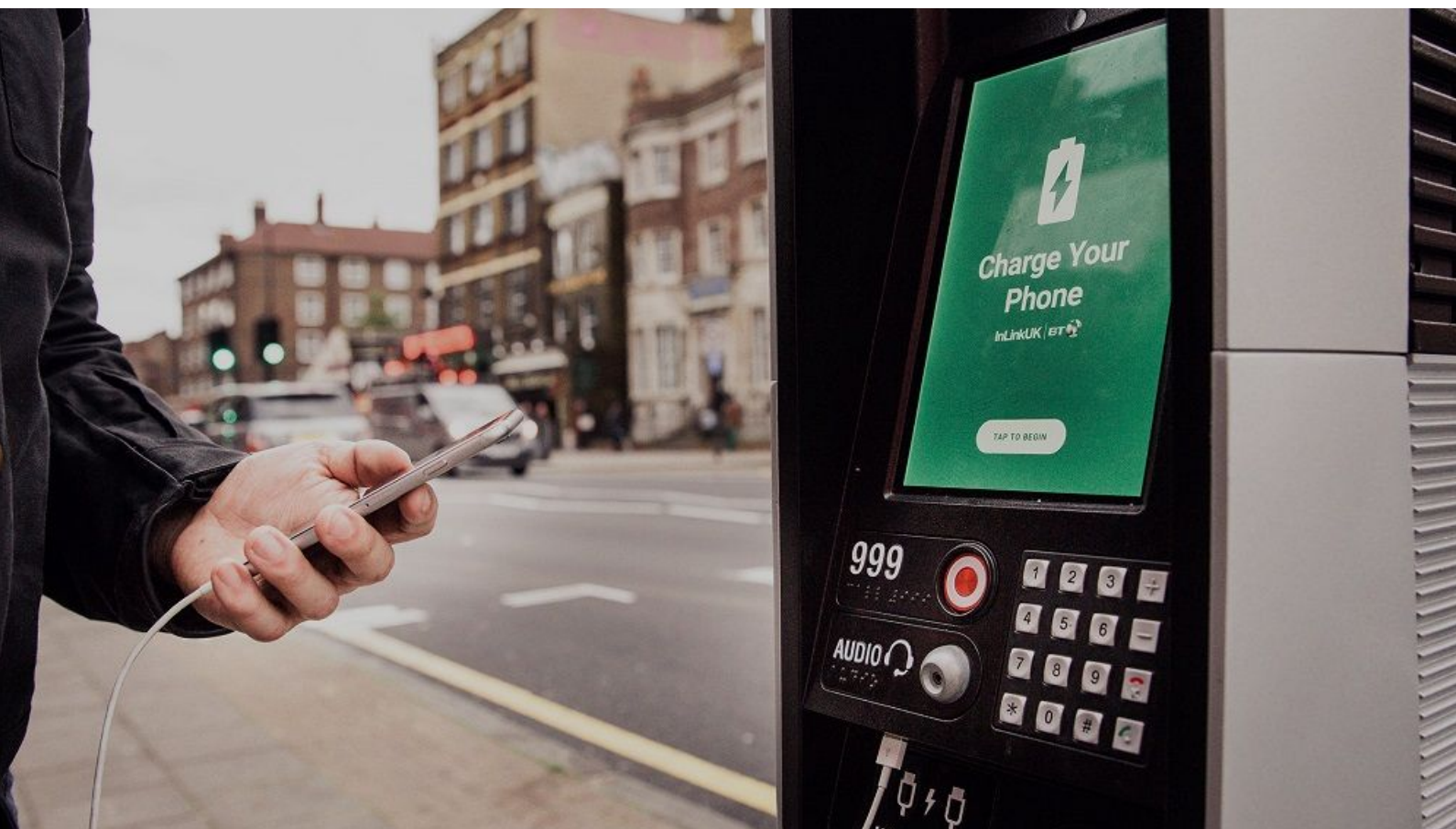


Secure fast charging

Each InLink includes **two marine grade, waterproof USB ports** featuring Quick Charge 2.0. The USB ports are connected directly to a power source only and cannot exchange data between devices and the InLink.

These USB ports are compatible with all mobile devices, but unlike traditional USB charging, they **also support the next generation of phones** with 20X the charging speed.

Users with compatible devices can get a **10% charge in under three minutes**, a great service to tourists and those in an emergency who may need to charge their personal devices.



Digital screens that dim at night

InLinks screens show a set of rotating content, serving as a key point of reference for local information and as an asset to the community.

InLinks **digital screens dim at dusk** complying with the guidance from the 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' so they remain in harmony with the streetscape throughout the day and minimise disturbance to local residents during the evening hours.

Outside of the allocations for community and council content (see below), we anticipate the screens will showing commercial content from businesses, including local SME's, helping fund the range of InLink services being provided to the local community

InLinkUK's designers also create 'house content' throughout the year relating to key events and holidays e.g. Black History Month, community events and meetings, Christmas and Valentine's Day.

For full specifications of our screens please refer to the 'Proposed Schedule of Operating Conditions for InLinkUK Advertising Screens' included below.

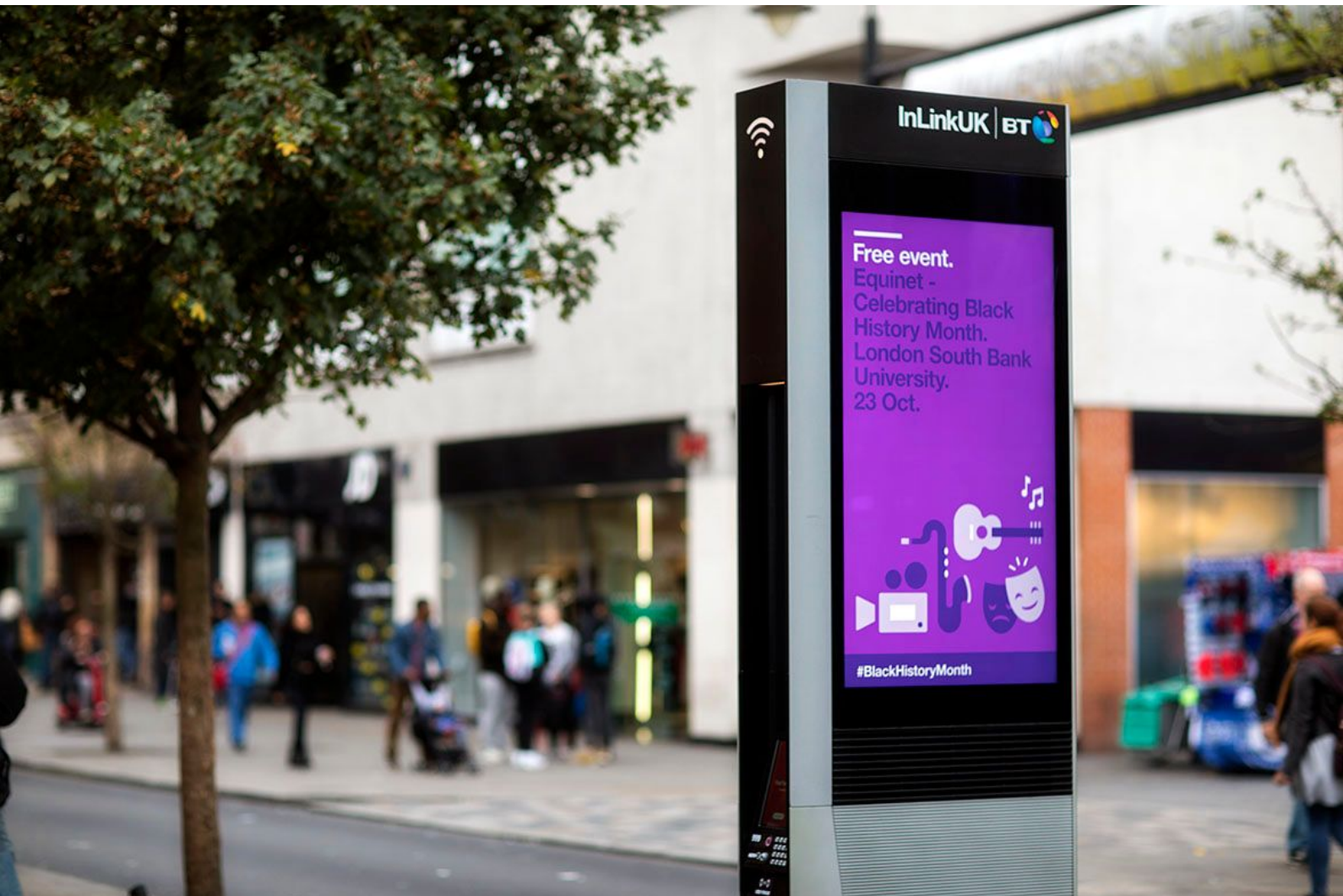


Environmental performance

All InLinks are **powered by 100% renewable carbon-free energy**, with energy efficiency prioritised throughout the design process.

Our design incorporates the following energy-saving strategies:

- A state-of-the-art LED-backlit LCD screen that consumes approximately 60% less power than Cold Cathode Fluorescent Tubes
- Filters on the screens reflect light reducing the need for high power, noisy cooling systems typically seen in competing solutions
- Industrial-grade components designed to function at high temperatures lower the need for cooling without compromising performance
- Passive design for cooling where applicable, along with the use of aluminum for better thermal dissipation
- High-efficiency power supplies providing 80% or better efficiency, compared to 65-70% of typical components.



Materials and maintenance

Maintainability and durability were key considerations in the design of the InLink, with each cleaned every two weeks with additional servicing provided as required through our ongoing support processes.

The main casing of an InLink is cast aluminum, a material which is attractive, durable, easy to service and conducive to cooling internal components.

The large displays are fronted by tempered and laminated glass, and interface panels and vent areas are painted powder-coated aluminum. These high quality materials ensuring the longevity of the InLink by enabling them to hold up to abuse and vandalism, and diminish the appearance of scratches.

The modular design of exterior and interior components means that servicing damages or basic wear and tear is simple and economical. The InLink design has also removed the handset that is frequently vandalised on older designs.

We are committed to the maintenance and cleaning of InLinks at each location to keep them in a condition to which we are proud and encourage users to enjoy them.



Emergency messaging

The digital screens and the back-end systems allow us to control the screens dynamically through our head office.

In the event of an emergency or major event, this has the potential to allow us to stop content or advertising and place urgent, useful messaging on to the dynamic screens alerting members of the public to major incidents which will impact them.

Given that each InLink is addressable, we can give very specific instructions on each unit—for example, steering people away from a particular area and providing alternatives to travel.

This feature is currently under development with updates to be provided as it progresses.



Smart city sensors, data, and the Internet of Things

InLinks have been designed with the ability to collect useful, real-time data and insights from the communities they are in to help government officials and local decision makers make the most of the space around them.

The modular nature of the build of InLinks allows us to evaluate and invest in the best tools and techniques of collecting meaningful insights for the community as sensor technology evolves.

We are anticipating introducing sensors that can anonymously monitor things like:

- Air quality monitoring (currently being trialed)
- Pedestrian movement
- Traffic movement
- Bike and vehicle counting
- Environmental factors like sound and light

And through continued investment, we will continue to explore what other smart city sensor and data information we can provide to improve public well being and health in cities.

This kind of **data is most powerful when shared**, and we would look to make these urban insights readily available to the community.²



² Within the constraints of our Privacy Policy

Content standards

The InLinkUK from BT service is funded through the display of static digital advertising on the two comparatively smaller screens (in relation to bus stops and other digital kiosks in the area) in conjunction with other council and community content, with screens automatically dimming at night in accordance with the *Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements*.

Primesight lead on coordinating commercial content on InLink screens and they work closely with the advertisers, brands and specialist, with any advertisement complying with the *Committee of Advertising Practice (CAP) Code of Practice*.

Primesight also work within the guidance provided in the *Guidance for Digital Roadside Advertising and Proposed Best Practice* from Transport for London and resources from other authorities as necessary.

Primesight are also guided by the UK code of *Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines*.

For full specifications of our screens please refer to our '*Proposed Schedule of Operating Conditions - InLinkUK Advertising Screens*' included below.



Useful real-time information

We are currently running real-time information from a range of sources, including local weather and transport information.

In London we display real-time Transport for London (TfL) tube status information, and are exploring with TfL how we might be able to incorporate other transport information to help people get around the city.

In the future we are looking for other open API's to allow us to create further localised content relevant to the community. Similarly, we welcome the opportunity to work with local authorities, transport providers, and others to determine what real-time information is most useful to the area and how it can be integrated into the InLinks.



Allocation for community and council content

The rotating content on each InLink includes an allocation for community content provided by the local council and community.

Each council is provided with 5% of screen time on each InLink to promote and educate. This allocation is equivalent to 438 hours of screen time on each InLink every year.

This content would be scheduled and (where needed) developed in partnership with InLinkUK and Primesight, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

InLinks are more than just an advertising screen— they are already a key point of reference for local information and as **an asset to the community**.



Advertising for businesses of all sizes

InLinkUK represents **the latest in advertising platforms**, and with locations positioned to uniquely partner with local businesses. An example is included below from The Camden College.

To best support local small businesses, we have developed an affordable, accessible digital advertising solution that specifically targets InLinks close to their location.

The Primesight sales team (who are responsible for all of the paid for messaging that appears on InLink screens) is setup to **work in partnership** with businesses classified as Small and Medium-sized Enterprises to enable these partners to use the screens to reach the audiences they need to drive business growth.

The revenue made from advertising allows us to provide all of our services free of charge to communities, as well as further the InLink roll out.

Outside of what is available today, Primesight is looking at innovative ways to work with clients on this new platform to leverage its digital capabilities to create more dynamic content for the InLink screens, including the ability to leverage real-time data sources such as weather to power advertiser creative.



Privacy and data protection

Supporting a 'user first' approach, those wishing to access the ultrafast free Wi-Fi from an InLink are asked only for their email address in order to accept the Terms and Conditions (and receive any updates to them). We do not ask for any other information. We also do not use the email addresses provided at registration for marketing, nor do we share or sell it to any third parties.

InLinks are not a Google product. The 'InLinkUK from BT' service is provided through a joint venture between Intersection, a smart cities technology and media company, and out-of-home media company Primesight, in exclusive partnership with BT in the UK. Sidewalk Labs, an Alphabet (the parent company of Google) company, is a minority investor in Intersection and a third party to InLinkUK.

Like any Wi-Fi provider, the InLinkUK from BT service collects some technical information to help operate the service and enable a seamless ongoing experience. This includes a MAC address. Storing this information allows the system to recognise the device and connect automatically to the Wi-Fi whenever it is range of an InLink so that you don't have to sign-in every time. If you do not want to automatically connect to the Wi-Fi the next time you pass an InLink, you can simply select "forget the network" in your device settings.

We do not track a user's movements through a city. Any personal information that InLinkUK stores about our users is encrypted and stored on secure servers in line with privacy and data protection regulations.

InLinkUK does not allow third party advertisers to insert advertising on to your personal device and we do not use your data to target ads at you on the InLink screens. We may use any information we collect to allow us to operate, maintain and improve the services InLinks provide to their local community, comply with laws and regulations, and maintain the security of services. We will only share this information in response to a lawful request or legal process, including from government and public authorities.

Appendices

Case Study - Community Safety with Camden Safer Neighbourhoods Team

In October 2017 the InLinkUK team partnered with the Camden Town Police in North London to help raise awareness of the threat posed by phone snatchers on mopeds.

Content was created for the campaign and included on InLinks in the Camden area, as seen on this one with PC Davies just by Camden Town Tube.



Tweet from Camden Town Police (@MPSCamandPrim)



Over the course of the campaign there was a significant reduction in the number of phones reported stolen, with our team now looking to roll this and similar campaigns out in other areas.

Note: This Case Study is seeks to indicate the functionalities that are under development and can be developed for use across the InLinkUK from BT service.

Case Study - Storm Warnings in New York

In January 2018 LinkNYC delivered a series of weather warnings in New York based on real-time data provided by Notify NYC, the City of New York's official source of information about emergency events and important City services.

The NYC Office of Emergency Management sets the classification of the warning with the content updated accordingly and scaled depending on the need to inform the community:

- 25% of screen time for 'severe' alerts
- 50% of screen time for 'extreme' alerts

Using a dynamic feed linked to the Notify NYC data, the LinkNYC team are able to populate warnings in real time, with development currently underway to do this with other warnings such as policy advisories and school closure notices.

With more than 1,300 Links installed across the five boroughs of New York, this initiative helps each to become an ever greater asset to their local community.

Note: This Case Study is seeks to indicate the functionalities that are under development and can be developed for use across the InLinkUK from BT service.



Case Study - Health Care Enrollment in New York

Between December 2017 and January 2018, LinkNYC delivered a programme in association with GetCoveredNYC where the more than 1,200 Links across New York could be used to explore health care insurance options, enroll and change plans.

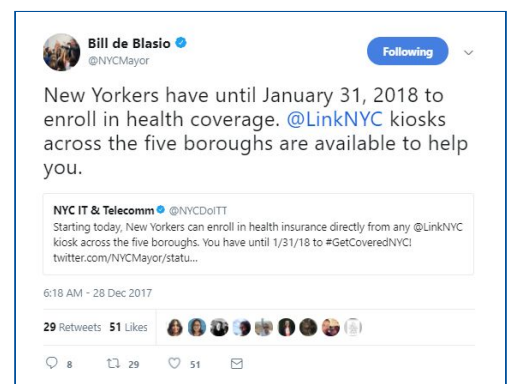
The LinkNYC team worked in partnership with the City of New York Department of Information Technology and Telecommunications to create a health care enrollment app that could be included on the fully-accessible Link tablets across the five boroughs of the city.

The initiative received wide coverage, including from [Bill de Blasio](#), Mayor of New York City.

The programme also included advertising on the Link screens, which also highlighted the January 31 deadline set by the national government.

Large numbers of users explored their insurance options, enrolled in new services and or updated their information over the course of the programme.

Note: This Case Study is seeks to indicate the functionalities that are under development and can be developed for use across the InLinkUK from BT service.



Case Study - Enrolling Voters in New York

In association with Vote NYC, a number of campaigns have been run by LinkNYC to help encourage those eligible to vote to register ahead of upcoming elections.

This was first run for the 2016 presidential elections and has since seen 4,000 users access the tablets for voting applications.

This initiative has been further complemented with information during the elections themselves, including live countdowns to when local polling stations would be closing.

By providing this across the more than 1,300 Links in New York, the LinkNYC team have been able to deepen civic engagement and assist in getting more people to participate in the democratic process.

Note: This Case Study is seeks to indicate the functionalities that are under development and can be developed for use across the InLinkUK from BT service.

