



Interactive Digital Kiosks

Economic Opportunity Committee

September 19, 2025



**Economic
Development**
CITY OF AUSTIN

Agenda

- **Program Overview & Goals**
- **Financial and Civic Benefits**
- **Advertising Content Regulations**
- **Texas Cities Utilizing Digital Kiosk Technology**
- **Code Amendment Changes**
- **Implementation Roadmap & Next Steps**
- **Q&A**

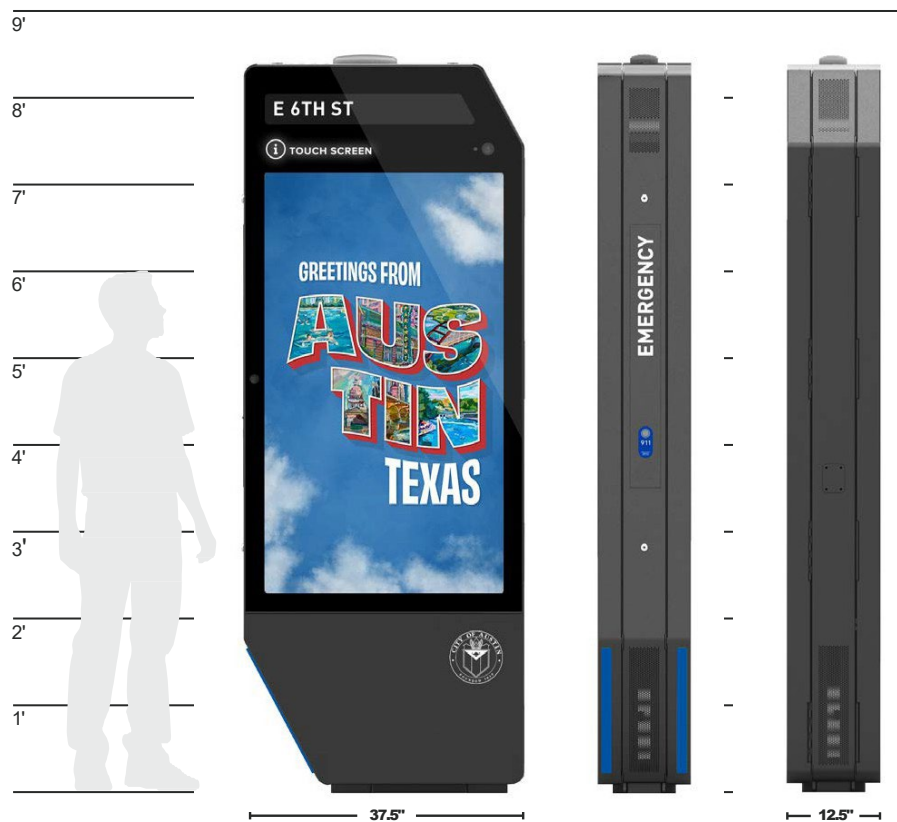


Program Overview & Goals

- Deploy a network of interactive digital kiosks in **high-pedestrian areas**.
- **Promote local businesses, arts, culture, and civic resources** at no cost to the City.
- Support **economic opportunity** through discovery, navigation, and mobile handoff.
- Leverage city-facing ad inventory for **PSAs** and **City communications**.
- **Inclusive** and **accessible** to all.



Hardware Specifications



HARDWARE	DESCRIPTION
PHYSICAL	<ul style="list-style-type: none">• Size: (H x W x D) 99.5" x 37.5" x 12.5"• Weight: 832 lbs• Required sidewalk area: 74" x 76"• 74" x 36" level area on both sides of the kiosk is provided in compliance with building codes
POWER SOURCE	<ul style="list-style-type: none">• 20A @ 120V / 15A @ 240V• Max power consumption 1920W• Connects to new or existing metered/unmetered utility service as needed, fed from underground below the sidewalk• Evaluated to UL Safety Standards by a Nationally Recognized Testing Laboratory (NRTL)
TOUCHSCREEN DISPLAYS	<ul style="list-style-type: none">• Screen size: 65"• Screen type: IPS LCD• Resolution: 1920 x 1080• Aspect ratio: 16:9• Active image area: 56.2" x 31.6"• Viewing angle: (H x V) 178° x 178°• Direct LED backlit• Brightness: 4000 nits, auto-adjusted by ambient light sensors• Supports polarized sunglasses
INTERNET CONNECTIVITY	<ul style="list-style-type: none">• Wireless Access Point for free public Wi-Fi within a 150' radius of each kiosk• Connectivity provided by mobile modem, LTE Advanced with SIM-based auto-carrier• Fiber optics not required
ADA COMPLIANCE	<ul style="list-style-type: none">• Minimum touchscreen height (ADA enabled) = 15 inches• Maximum touchscreen height (ADA enabled) = 48 inches• Side reach maximum (i.e. footing-to-screen distance) = 10 inches• Leading edge of protrusion less than 27 inches
STANDARD/OPTIONAL CAMERAS	<ul style="list-style-type: none">• Standard configuration: Two integrated video cameras for novelty use in Photo Booth application• Optional technology: One emergency call camera and two security cameras with a DVR recording system

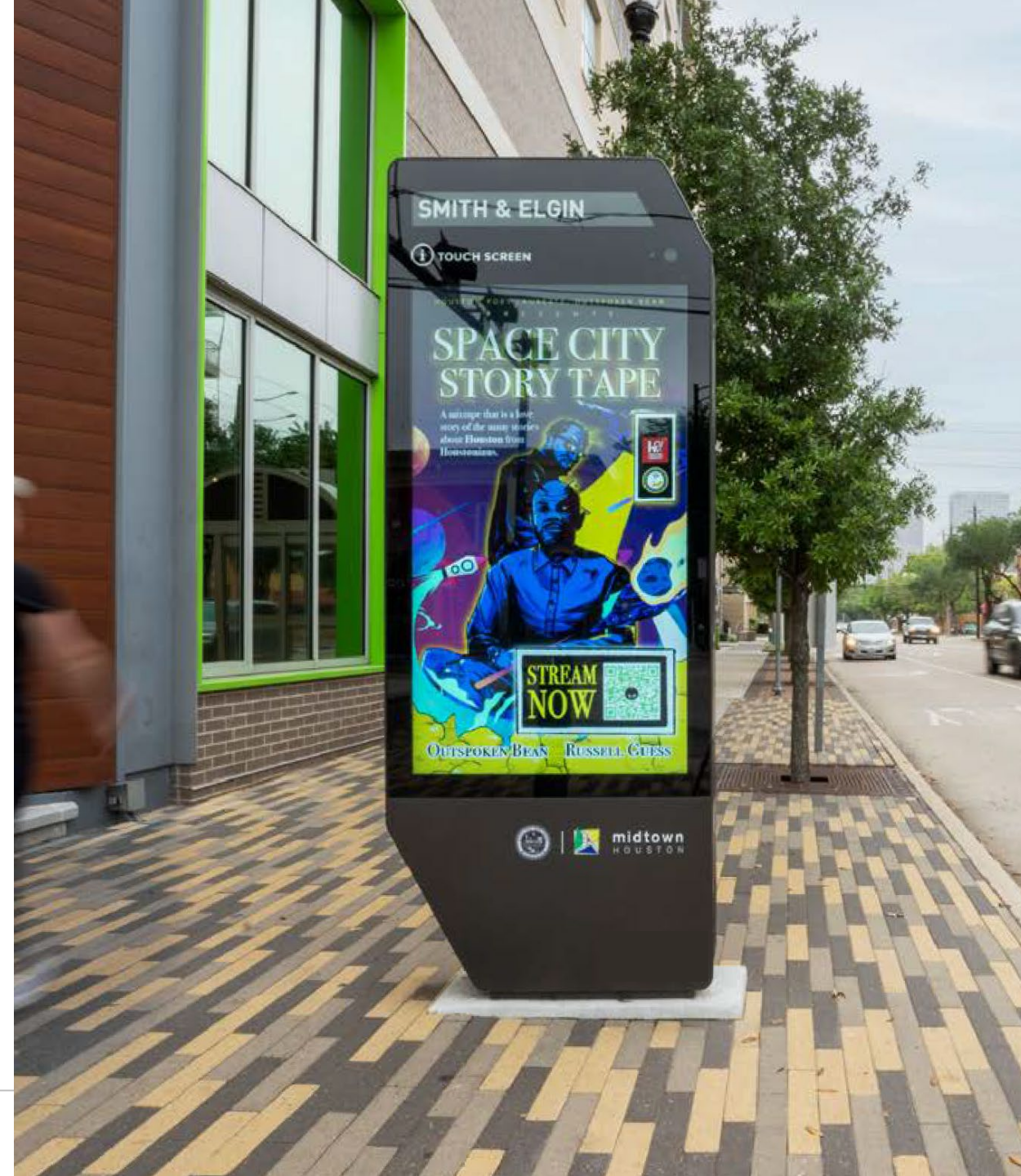
Financials & Civic Benefits

Financial Benefits

- **No start up costs** to the City of Austin
- **Revenue cost-sharing** model from advertising
- Initial deployment of **50 digital kiosks**
- Vendor does all maintenance

Civic Benefits

- **Content governance:** PSAs, Community Campaigns, Small-business Promotions
- **Any unsold advertising time** will be provided to the City at no cost.



Advertising Content Regulations

- ✕ Illegal, false, or misleading content
- ✕ Tobacco, alcohol, drugs, firearms, or adult entertainment
- ✕ Political, issue-based, or religious ads
- ✕ Violent, offensive, or obscene material
- ✕ Lottery, gambling, or unsafe contests
- ✕ Pawn shops, check cashing, or tattoo parlors
- ✕ Ads conflicting with City policies or interests



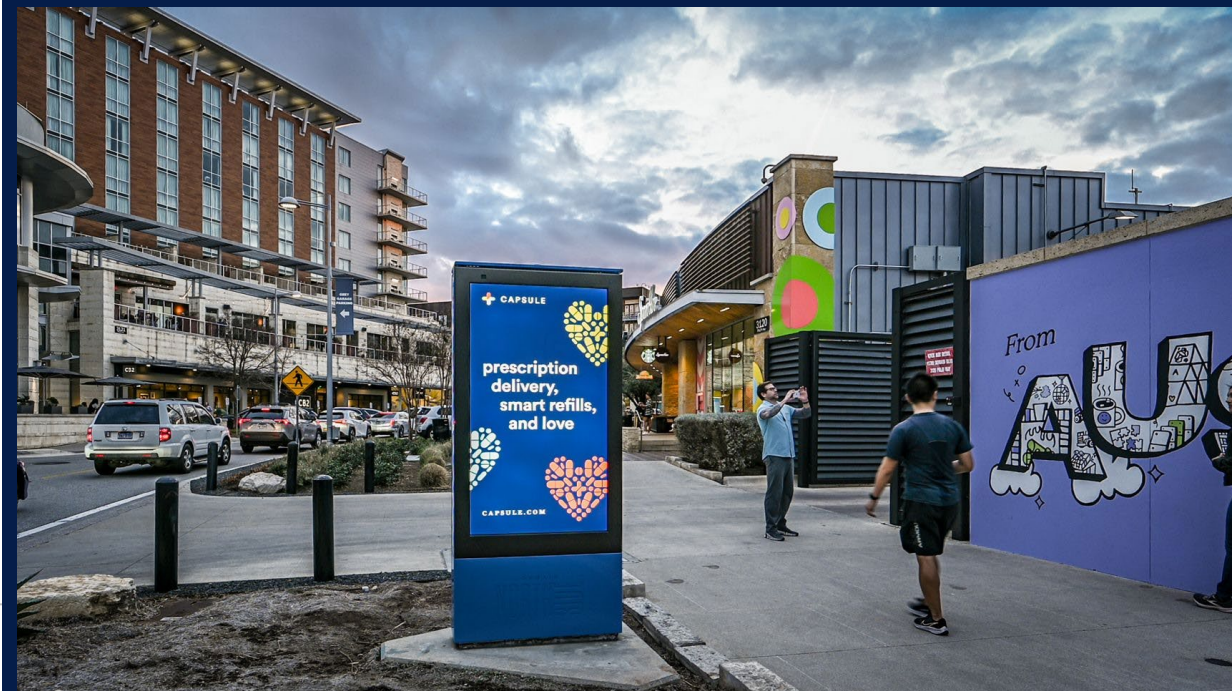
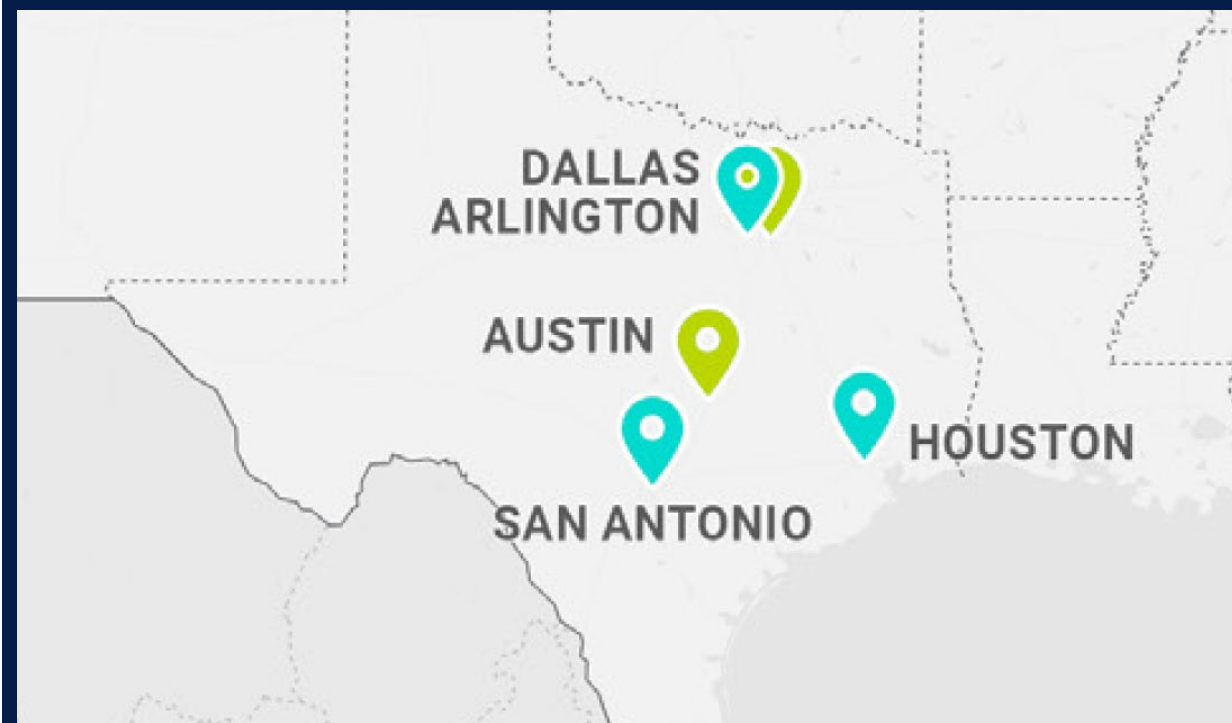
Texas Locations

Live Locations

- Arlington, TX
- Houston, TX
- San Antonio, TX
- Austin, TX (Currently at the Domain)

Awarded & Launching Soon

- Dallas, TX
- Austin, TX (Downtown)



Code Amendment Changes

- **Austin City Council approval** is required to amend Chapter 25-10 (Sign Regulations).
- These amendments are necessary to allow kiosks to include **off-premise advertising**.
- Without these changes, the digital kiosks initiative cannot move forward.
- **Transportation and Public Works** will oversee siting, spacing, image speed, and lighting once approved.



Implementation Roadmap & Next Steps

Next Step	Date
Vendor Selection & Contract Completed	August/September 2025
Code and Ordinances Joint Committee	October 2025
Planning Commission	October 2025
Community Partners and Citizen Engagement	October/November 2025
City Council Public Hearing	November 2025
Implementation of Digital Kiosks <ul style="list-style-type: none">• Final Kiosk Placement• Permitting Approval and Utility Drops	Summer/Fall 2026





Q&A