



POWER TOWER[®]



INTRODUCING: THE CITY

Table of Contents

pg 3 Spec Sheet

pg 4-7 Apps

Photo Booth, Weather, Reader, Web Viewer, Image Gallery, Video Player, Twitter, Attract Mode

pg 8 Screen Customization

System Header, Photo Booth Overlay, Navigation Bar

pg 9 Custom Branded Examples

pg 10-11 Important Info

Placement, Shipping, Power & Internet Requirements

pg 12 Upkeep & Maintenance

For Purchases Only: Warranties, Complementary Maintenance Program, Ordering/
Installing Replacement Cords, Ordering/Installing Replacement Wraps, Updating App
Content, Analytics Report

pg 13 Travel Case

For Purchases Only

City

Everything you're looking for and then some ... and then some more.

For those who believe brands are meant to be seen, heard, and felt. In the ongoing battle for customer attention, the City's striking **50" touch screen display** will quite literally change the way your brand is seen anywhere you set it up.



APPS

- Photo Booth
- Web Viewer
- Video Player
- Weather
- Twitter
- Reader
- Image Gallery
- Attract Mode

FEATURES



Custom Branding

Create your brand landmark design or we can in-house.



Rapid Charge Technology

A 30% faster charge on average.



NFC/QR

Link to any website.



Ambient Lighting

Illuminates the charging bay.



Power Tower® Apps

7 included, add custom apps upon request.



Interactive Touch Screen

Easily navigate individually through apps.



Advanced Analytics

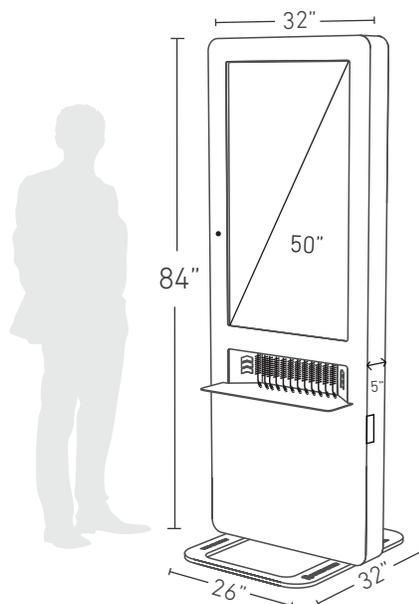
App usage, photos and email (when applicable).



Padded Shelving

To protect connected devices.

SPECIFICATIONS



Size: 84" h x 32" w

Weight: 230 lbs

Depth: 5 inches

Cord Length: 9 ft

Power Requirements: 10 AMP circuit, 110-120 volts, 3 prong outlet

Charge Capacity: Up to 24 devices, 12 cords, 8 USB + 4 outlets

Easy setup: Attach base and shelf with screwdriver, connect to internet and plug into power outlet

Capabilities: Works on 99% of all cell phones, tablets, cameras, laptops and other devices

Internet: Ethernet/ Wi-Fi capabilities.

Audio: 2 speakers



10-15 minutes
per unit set-up time

(5) Apple Lightning

iPhone 6, iPhone 6 Plus, iPhone 5s, 5c, 5, iPad (Retina Display and Mini), iPod (Touch-gen 5 & Nano-gen7).

(5) Micro USB

Android, HTC, Samsung, Blackberry, Palm, LG, HP, Motorola (2011-present), Nokia, Amazon Kindle, Barnes and Noble Nook, and many more.

(1) Apple 30 pin

iPhone (4s and all previous gen.), iPad (1 and 2), iPod (2nd, 3rd, and 4th gen., Classic-160 GB 2009 only, Nano-4th, 5th, and 6th gen.) *iPhone and iPod touch models require iOS 3.0 or later.

(1) Mini USB

Blackberry, HTC, LG, and more.



Photo Booth

Nothing draws a crowd like a camera and the promise of a little screen time.

The Photo Booth app allows users to:

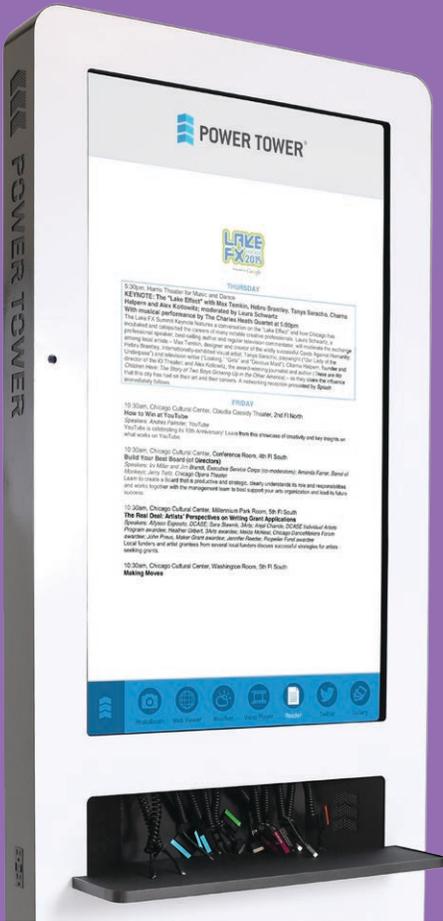
- Take a single photo
- Take a photo collage
- Apply various filters
- Share photos via e-mail or post them to Facebook

Each photo is taken with a branded overlay and comes with a prefilled default message, which the user can overwrite.



Weather

Show the weather in your current area or search for another location. It's as simple as entering your zipcode.



Reader

Securely and seamlessly showcase various file types.

The Reader app can display:

- PDFs
- Word Documents
- Power Point Presentations
- Floor Maps
- Schedules
- Brochures



Web Viewer

The Web Viewer app is a simple and powerful way to connect your existing web content with the Power Tower kiosk.

The Web Viewer app can display:

- A company website
- Social media page (Facebook, Instagram, etc.)
- YouTube
- Any other mobile friendly web page

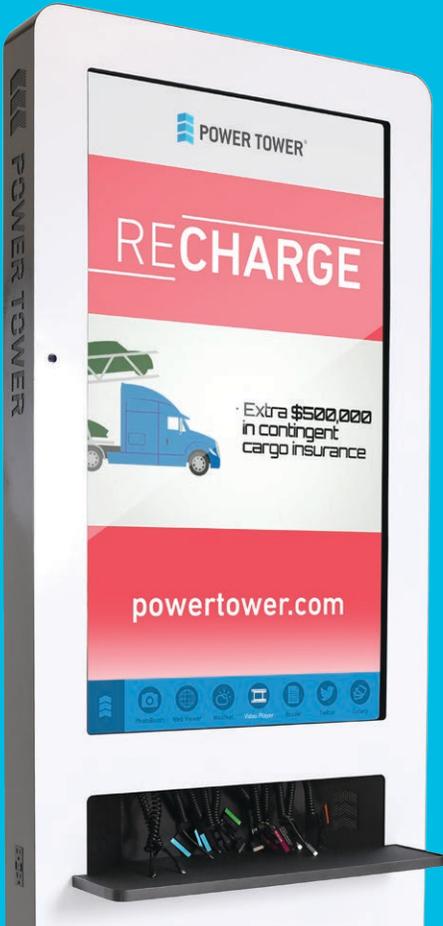


Image Gallery

This is the perfect opportunity to attract users to the station and allow them to browse through a gallery of your choice.

The Image Gallery app can:

- Display up to 20 rotating photos
- Manual click through or auto scroll feature



Video

Upload company videos and brand elements to give your audience a true taste of what you're all about.

The Video Player app can:

- Display nearly a dozen different video file types



Twitter

Get your message out there, 140 characters at a time.

The Twitter app can:

- Display real-time updates from a Twitter handle or hashtag
- Update instantaneously or when users swipe down



Attract Mode

Attract mode is activated after 180 seconds (3 min) of inactivity. This amazing feature is a great way to increase brand interaction.

Please choose between:

- Video Player
- Image Gallery
- Default (the kiosk will revert to app #1)



Screen Customization



System Header

This is the most prominent area on the 50-inch touch screen.

The System Header is:

- Independent from the apps & main navigation menu
- Visible during interaction with the software
- Visible while the unit is in attract mode

By default, this will display the Power Tower logo although you can customize the header with your own image.

Photo Booth Overlay

- Create a custom photo overlay to sit on top of every photo taken

Navigation Bar

- Match the nav bar to a specific hex color
- Create custom icons for any app

Custom Branded Examples



City: Important Info



Placement

As these are electronic pieces of equipment, they are designed for indoor use and must be kept in a clean/dry environment at all times. We use infrared technology on our City model so it must be completely blocked from the sun/bright light in order to function properly. Please contact your client solutions specialist if you plan to use the City in an outdoor setting.



Shipping

Unless arranged otherwise, all orders ship via standard dock-to-dock service, which means there needs to be a loading dock or fork lift at the delivery and pickup locations. Standard delivery/pickup is Monday-Friday from 9am-5pm.

Drivers offload the crate(s) from the truck and then your on-site team takes over from there. It is also your responsibility to break down and pack up the station(s) and have them brought to the loading dock for pickup.



Power Requirements

Each unit requires a designated 10-amp circuit, 110-120v and a three-prong outlet.



Internet Requirements

We provide kiosks capable of connecting to the Internet. For online apps, it's your responsibility to provide a stable and sufficient connection. Wi-Fi is an option (except at convention centers or high-density public venues) but we strongly recommend a wired Ethernet connection as Wi-Fi can and will be spotty. Open, public or unprotected networks are not supported. Each kiosk requires an internet speed of at least 1.54 Mbps.

Upkeep & Maintenance*



Warranties

Each unit comes with a standard one-year warranty or you can extend it to a three-year warranty for \$750. These warranties covers the hardware and the computer within the kiosk. They do not cover vandalism, the charging cords or the exterior wraps. You can purchase the extended warranty up to 30 days after your order has been delivered. If you need to send the unit back for a warranty claim, Power Tower will cover up to \$200 in shipping (each way).

Please be sure to keep the wooden crate (or travel case) that the unit ships in. The unit must be shipped back to us in a Power Tower crate or travel case. Replacement crates can be ordered for \$300 + shipping.**



Complimentary Maintenance Program

Ship your unit back to us (one time within the first 12 months) and not only will we re-wrap it for you, we'll replace all of the charging cords. All you pay is shipping. For the exterior wrap, we can use your original artwork or you can submit new files at no charge.



Ordering/Installing Replacement Cords

Installing replacement cords is very quick, easy and anyone can do it. We use the highest-quality, industrial-grade cords on the market but they will need to be replaced from time-to-time depending on how they are treated by the end-users. Replacement cords must be purchased through Power Tower as other cords are not compatible with our proprietary technology. Cords are \$50 each with free shipping. They're installed with two HEX screws (we will include a complimentary HEX key with your replacement cord order). Just unscrew them and the old cords will pop out/the new cords will pop in via male/female USB ports.



Ordering/Installing Replacement Wraps

Installing replacement wraps must be professionally applied as it's similar to a applying a vehicle wrap. Replacement wraps ordered through Power Tower are \$595 each with free

* For purchased units only. Does not apply to rentals.

**This policy applies to both Warranties and the Complimentary Maintenance Program.

Upkeep & Maintenance



Updating App Content

Updating software content is a very simple process. Just let us know what you would like to update and send us the corresponding content/files. Individual updates are billed at a rate of \$145/development hour with a one-hour minimum. You can also purchase a six-month subscription billed at \$145/month for unlimited changes.

Updates require a lead-time of five business days to avoid a rush fee. The kiosk must be connected to a steady internet connection in order for us to remotely push the update.



Analytics Report

Analytics reports provide important app usage data. Including the number of times each app was used and the average duration of each session. If you select the Photo Booth app, reports also include how many photos were taken, how many times photos were shared via email/Facebook, and email addresses used to share the photos (when applicable). Reports are \$495 per request and can be delivered 5 business days after the event. The kiosk must be connected to a steady internet connection in order for us to remotely retrieve the data.

City Travel Case

Plan on shipping your kiosk(s) to various events?

All units ship in a very robust (and complimentary) wooden crate. However, if you plan to ship it to various events using third-party carriers, we strongly recommend ordering a travel case. The crate's life span depends on how it's treated during transit – which typically is pretty rough.

Power Tower's travel cases provide added protection during transit and the blue exterior ensures your cases will be easy to find at any storage facility! Cases are built upon request with a 2-3 week turnaround. Each case comes with wheels for easy transport on-site. The interior is lined with thick foam padding for extra protection. The exterior is built with special aluminum extrusion to ensure extra durability.

Weight: 200 lbs (without kiosk) | Cost: \$1,750

