

LinkNYC

Gigabit Wi-Fi
And that's
just the beginning



Say goodbye to the payphone

It's time to welcome the future of public communications. LinkNYC is a first-of-its-kind communications network that will bring the fastest available municipal Wi-Fi to millions of New Yorkers and visitors. The five-borough LinkNYC network, which will be funded through advertising revenues, will be built at no cost to taxpayers and will generate more than \$500 million in revenue for the City over the next 12 years.

Say hello to Link

Links are iconically designed connection points that house state-of-the-art wireless technology, interactive systems and digital advertising displays. Each ADA compliant Link structure will provide:

- 24/7 free Internet access with up to gigabit speeds
- Free phone calls anywhere in the U.S.
- A touchscreen tablet interface to access City services, directions and more
- Easy access to 911 and 311
- Free charging station for your mobile devices
- Digital displays for advertising and public service announcements

FAQ



Gigabit Wi-Fi?!

LinkNYC will be the fastest and largest free municipal Wi-Fi deployment in the world.

- More than 100 times faster than average municipal Wi-Fi
- More than 20 times faster than the average home Internet service in NYC
- Downloading a two-hour HD movie can take as little as 30 seconds



How secure is the LinkNYC network?

LinkNYC will be one of the first free municipal Wi-Fi services in the country to offer an encrypted network connection. New York City and CityBridge have worked together to create the most robust and forward-thinking privacy policy that is currently available for any municipal Wi-Fi project.



When can I expect a Link in my neighborhood?

Construction of the LinkNYC network will begin in 2015, and the first structures will become operational by the year's end. Up to 10,000 Links will be installed across all five boroughs.



Who is the team behind it?

LinkNYC is the result of a public-private partnership between the Mayor's Office of Technology and Innovation, the Department of Information Technology and Telecommunications (DoITT) and CityBridge, a New York City-based consortium whose members and extended team includes:



Will Links be made in New York City?

CityBridge has committed to establishing a facility for local production in New York City. The LinkNYC program is expected to create 100 to 150 new full-time jobs in manufacturing, technology and advertising, plus an estimated 650 support jobs.

Members

TITAN

CONTROL GROUP

QUALCOMM

COMARK

Extended Team

Transit))
Wireless

antenna®

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What is LinkNYC?

LinkNYC is a first-of-its-kind communications network that will bring the fastest available municipal Wi-Fi to millions of New Yorkers and visitors. The five-borough LinkNYC network, which will be funded through advertising revenues, will be built at no cost to taxpayers and will generate more than \$500 million in revenue for the City over the next 12 years.

What is CityBridge?

CityBridge is the implementation team behind LinkNYC. CityBridge is a New York City-based consortium of leading experts in technology, advertising, connectivity and user experience. It is delivering the fastest and largest free municipal Wi-Fi deployment in the world - up to gigabit speeds - which will be funded through advertising revenues. CityBridge's members include:

Titan

The country's leading media company focused on providing innovative programs for municipalities, including New York City, where it is the largest and most experienced payphone franchisee. Titan will oversee LinkNYC's operations and manage the advertising program.

Control Group

As an NYC-native technology, strategy and user experience design firm, Control Group is responsible to deliver, from concept to production, an exceptional technology and user experience for all New Yorkers.

Qualcomm, Inc.

As a world leader in 3G, 4G, Wi-Fi and next-generation wireless technologies, Qualcomm will serve as technology advisor, especially as to wireless connectivity technology, to help ensure the LinkNYC network stays abreast with the latest developments in applicable communications technology.

Comark

Specializing in the design and manufacturing of interactive hardware solutions that withstand rugged environments, Comark will design, engineer and manufacture the Links to create durable, robust and reliable structures.

CityBridge's extended team includes:

Transit Wireless

Founded and based in New York City, Transit Wireless will be primarily responsible for LinkNYC's high-speed fiber infrastructure. Transit Wireless is now in the process of providing the wireless and Wi-Fi technology for 279 underground subway stations in NYC through a partnership with the Metropolitan Transportation Authority (MTA).

Antenna Design

Award-winning, New York City-based industrial design team specializing in people-centered design, Antenna is responsible for the iconic physical design of the Link.

CityBridge will deliver the Wi-Fi standard that we will expect 10 years from now, today. With leaders in telecommunications and technology spearheading this initiative, continuous access to cutting-edge technology will provide value to residents, businesses and visitors over time.

What is a Link?

Links are iconically designed connection points that house state-of-the-art wireless technology, interactive systems and digital advertising displays, which will offer 24/7 free Internet access at up to gigabit speeds, which is over 100 times faster than average public Wi-Fi, as well as a range of other services including free phone calls to anywhere in the U.S., a touchscreen tablet interface to access City services, wayfinding, 911 and 311 calls, free charging stations and digital displays for advertising and public service announcements. Up to 10,000 Links will be installed across all five boroughs, and thousands of them will be equipped with free gigabit public Wi-Fi. Links will replace the aging payphone infrastructure across the city.

How fast is gigabit Wi-Fi?

Gigabit Wi-Fi is more than a 100 times faster than the average public Wi-Fi and more than 20 times faster than the average home Internet service in NYC. Downloading a two-hour HD movie can take as little as 30 seconds.

What do Links do?



Accessible Communication

- Free phone calls to anywhere in the U.S.
- A touchscreen tablet interface to access City services, get directions and more
- Easy access to 911 and 311 calls
- Free charging station for your mobile devices



Free Public Wi-Fi

- 24/7 free Internet access with up to gigabit speeds
- Thousands of hotspots across the five boroughs
- Seamless roaming experience from Link to Link



Engaging Advertising

- Digital displays for advertising and public service announcements that will generate more than \$500 million in revenue for NYC over the first 12 years

What are the benefits of LinkNYC?

LinkNYC will set the global standard for connected cities and define the way that we interact for decades to come. Here are just a few ways that it will benefit NYC specifically:

Bridging the Digital Divide

LinkNYC will bring the world's fastest, free municipal Wi-Fi to millions of New Yorkers, small businesses and visitors in all five boroughs. It helps spans the divide between people of various physical, technical and financial abilities to connect all New Yorkers to the opportunities that Internet access affords.

Community Support

CityBridge will engage with NYC community groups - including nonprofits, academic institutions, Business Improvement Districts, think tanks, etc. - to ensure that LinkNYC is supporting the entire City. CityBridge is establishing an advisory committee with these organizations to help create the best possible LinkNYC experience for all New Yorkers.

Job Creation

The economic benefits of LinkNYC go beyond the direct revenue that it will generate for New York. To start, CityBridge has committed to establishing a facility for local production in New York City, ensuring that the sleek, durable aluminum structures will be manufactured and assembled within the five boroughs.

The LinkNYC program is expected to create 100 to 150 new full-time jobs in manufacturing, technology and advertising, as well as an estimated 650 support jobs.

CityBridge has also committed to working with local communities in NYC to train residents to work on the LinkNYC network. We have partnered with Per Scholas and the Open Technology Institute to effectively and sustainably engage with our local communities.

Public Safety

City agencies will be able to communicate in real-time with the public with more specificity and relevance - feature that is particularly valuable in the event of an emergency. Links are provided with backup power to provide services even during a power outage.

Revenue for NYC

The LinkNYC advertising platform will provide a large revenue opportunity for NYC so that it can deliver more services to its citizens. The five-borough network, which will be funded through advertising revenues, will be built at no-cost to taxpayers and generate more than \$500 million in revenue for the City over the next 12 years.

What is CityBridge's approach to privacy?

New York City and CityBridge have created the most robust and forward-thinking privacy policy that is currently available for any municipal Wi-Fi project. We take security very seriously and will never share or sell any protected personal information.

How will LinkNYC stay secure?

LinkNYC will be one of the first free municipal Wi-Fi services in the country to offer an encrypted network connection between you and the hotspot. We encourage you to continue to use end-to-end encryption, such as HTTPS, for any sensitive matters or data.

Devices can access the network without needing to log in and out each time, making the Wi-Fi roaming experience easy-to-use. The network will also prevent peer-to-peer security threats by eliminating the ability to communicate device to device.

Contact

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High-resolution files of the following images are available at:

<https://www.flickr.com/photos/129352420@N04/>

Commercial Link in Bronx



Residential Link in Brooklyn



Commercial Link in Brooklyn



Commercial Link in Manhattan (Midtown)



Commercial Link in Manhattan (Flatiron)



Commercial Link in Queens



Commercial Link in Staten Island

