

# LinkNYC will be the largest and fastest free municipal wireless network in the world

It will also be the largest installation of publicly available touch points ever deployed, and it will become a standard for civic innovation and citizen engagement, bringing together valuable services for people, new tools for government and new commercial opportunities. It is a new way of combining government and commerce that will be scalable and replicated in cities around the world. But more than anything, LinkNYC is a new platform for smart, responsive cities enabled by powerful and granular first-person data and augmented by tens of thousands of sensors and beacons.

On top of this—like many web services we know and love—the platform is free to use, paid for by

advertising. LinkNYC will deploy 12,000+ 55-inch displays across the city, making it the largest and most advanced data-driven network in any city on the planet, in the most valuable media market in the world.

By creating such a tight connection to the online world, LinkNYC creates a new type of advertising medium that allows brands to seamlessly engage customers from browser to mobile, public displays to retail. And such is the ambition and scale of LinkNYC, it will touch the lives of everybody who lives in, works in or visits the city.



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## About LinkNYC

## Link Features

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:



Free 24/7 public Wi-Fi



Integrated lighting



Two 55" digital displays for advertising, emergency messages and public service announcements



Free phone and video calls anywhere in the U.S.



A touchscreen tablet interface to access apps, City services, directions and more



Easy access to 911 and 311



Free USB charging station



Iconic and durable aluminum construction



Enabled with an array of beacons and sensors

