



# Outdoorlink<sup>®</sup> + CONNIXT

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**iMarq™ Digital Operations Suite with SmartLink™ Monitoring and Control**

Modern Day Solution for Managing Transit Operations and Field Assets

## Leaders in Cloud-Based Asset Management

With the growing demand for digital amenities at transit stops, agencies need to operate smarter in order to manage more.

Through cloud-based monitoring and control, **SmartLink** reduces downtime as well as the operational costs needed to maintain bus stop amenities.

For full-circle digital operations, SmartLink now integrates with the **iMarq** suite by CONNIXT to standardize maintenance processes, organize field workers and assign work orders from anywhere.

-  Real-Time Notifications
-  24/7 Monitoring and Control
-  Reduced Site Visits
-  Graphical Performance Reporting
-  Reboot Assets Instantly
-  Work Order and Process Control



OutdoorLink has more than 85,000 SmartLink units in 24 countries in the Out of Home Advertising, Commercial and Public Transportation industries.

## iMarq™ Digital Operations Management

**iMarq** is a cloud-based management system that digitizes forms and processes for the maintenance, quality control, and SGR reporting of transit assets.

Through integrating with SmartLink, users are notified instantly of field issues and can remotely troubleshoot assets from a computer, tablet, or phone.

### Business Impacts

- Reduced paperwork and data entry
- Improved workforce efficiency & productivity
- Reduced labor hours and costs
- Controlled compliance & safety
- Out-of-the-box SGR



“We’re seeing 20% labor efficiency gains within months of implementation and a projected 400 man-hours a day of savings with iMarq.”

**LA Metro**

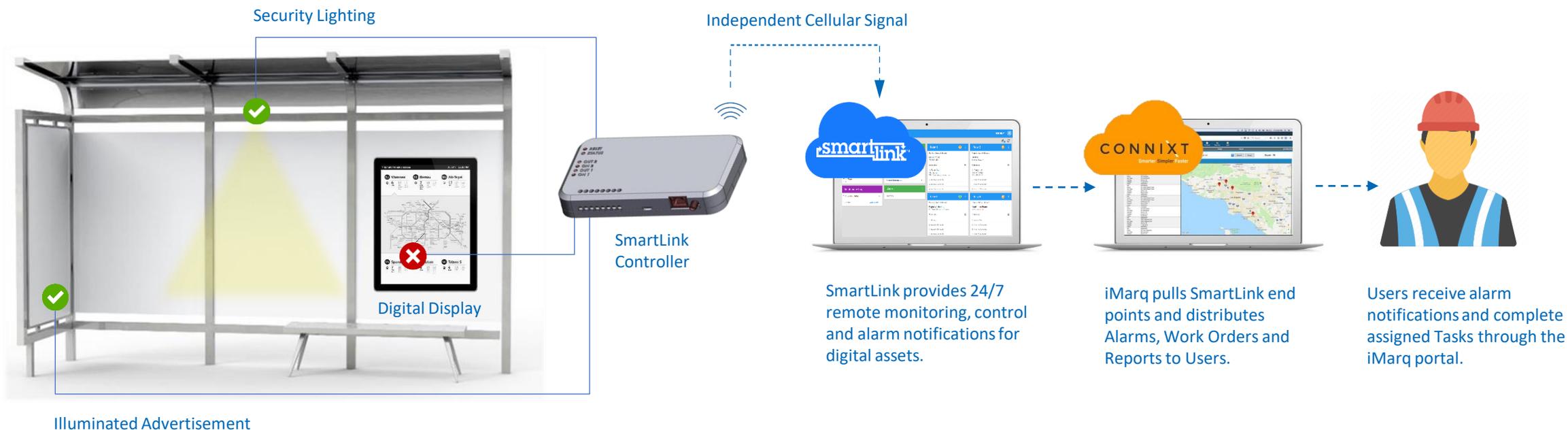
“iMarq represents a 10X savings on market alternatives and faster deployment with greater flexibility.”

**Metrolink**

## How the SmartLink™ and iMarq™ Integration Works

SmartLink controllers are hardwired between digital assets and their power source and operate via an independent cellular connection. Communication passes from the SmartLink controller to the AWS server and into the SmartLink portal, granting 24/7 transparency and control of bus stop amenities (lighting, digital display, router, etc.).

With the iMarq integration, Users access all SmartLink data, alarms and control functions through the iMarq portal for full circle digital management.



## Creating Scalable and Sustainable Operations

SmartLink and iMarq add both *bottom-line ROI* to an organization's operations and *intangible ROI* for their employees and end users.

The primary goals are to **create scalable operations** that enable more digital assets without more manual labor;

and to **create one centralized platform for managing assets** from different suppliers.

### Business Impacts

- Faster troubleshooting and reduced downtime
- Reduction in operational carbon footprint
- 60% reduction in maintenance costs
- 40% reduction in power consumption
- 50% reduction in need for replacement solar batteries



"SmartLink provides us with a very fast method of remotely rebooting our digital communications devices as needed under various scenarios. This greatly reduces the number of trips we have to make to our display locations and greatly increases display up-time."

**Eric Johnson, Clear Channel**

## Cloud-Based Transparency and Troubleshooting

SmartLink sends Alarms to the iMarq portal in real-time so issues can be resolved as quickly as possible (left). The Asset Map View helps reduce unnecessary site visits, so operational resources are spent on problematic sites first (right).

Alarm History

Start Date  End Date

TIMESTAMP	ALARM
07/15/2019, 5:42:07 AM	System cleared Relay 3 Zero Power Alarm
07/15/2019, 3:34:14 AM	Relay 3 Zero Power Alarm Triggered
07/14/2019, 10:05:03 PM	System cleared Relay 3 Zero Power Alarm
07/14/2019, 10:05:03 PM	System cleared Relay 3 Zero Power Alarm
07/14/2019, 3:34:25 AM	Relay 3 Zero Power Alarm Triggered
07/13/2019, 10:05:15 PM	System cleared Relay 3 Zero Power Alarm
07/13/2019, 10:05:14 PM	System cleared Relay 3 Zero Power Alarm
07/13/2019, 3:34:38 AM	Relay 3 Zero Power Alarm Triggered
07/12/2019, 10:05:28 PM	

Displaying: 150 Total Records

**Alarms**

● Relay 3 Zero Power  
12 hours ago

HISTORY

Structure Map - 71718. Bus Shelters

Alarms 6 Comm Status ▼ Search Here

Applied Filters: None

Structure List

Displayed: 15 (15 total)

Name	Status
<span style="color: #008000;">●</span> GRATIOT NE 8 MILE	Eastpointe Panels: USB, SECURITY, BOX SIGN, ACCENT LIGHT
<span style="color: #008000;">●</span> Gratiot NB 12 Mile	Roseville Panels: USB, SECURITY, BOX SIGN, ACCENT LIGHT
<span style="color: #008000;">●</span> WOODWARD SE 11 MILE	Huntington Woods Panels: USB, SECURITY, BOX SIGN, ACCENT LIGHT
<span style="color: #008000;">●</span> Woodward NB 11 Mile	Huntington Woods Panels: USB, Security, Box Sign, Accent Lighting
<span style="color: #008000;">●</span> Woodward SB Washington	Royal Oak - Zoo Parking Lot Panels: USB, Security, Box Sign, Accent Lighting
<span style="color: #008000;">●</span> Main SB Cass	Mt Clemens

## Remote Dimming and Schedule Changes

Winter months and unexpected obstructions can compromise the functionality of solar powered assets such as lighting and digital signage.

SmartLink and iMarq can help maximize available solar power through remotely adjusting scheduled run-times and dimming light output levels.

### Scheduling Options per Device

Choose from Always On, Automatic Sunset-to-Sunrise, Specific Times, or Mix-and-Match these options.

### Day-of-Week Scheduling

This allows for assets to have different schedules for different days.

### Remote Dimming

Change light output levels to reduce power consumption for solar powered systems.

The screenshot displays a scheduling configuration interface. At the top, there is a toggle for "Active Schedule" which is turned on. Below this, two main options are presented: "ON TIME" and "OFF TIME". Under "ON TIME", the "Sunset" option is selected, showing a "Sunset Offset (mins before sunset)" of 0. Under "OFF TIME", the "Specific Time" option is selected, showing an "Off Time" of 12:30 am. A "Schedule Days" section contains buttons for MON, TUE, WED, THU, FRI, SAT, and SUN, with WED, THU, and SUN highlighted in blue. Below the day buttons, a note states "(blue means selected)". An "Always On" toggle is currently turned off. A warning message with a red triangle icon reads: "This will set your device to always be on." At the bottom, there is a "Dimming Percentage (%)" slider set to 25. The interface concludes with three buttons: "HIDE ALWAYS ON BUTTON", "CANCEL", and "SUBMIT".

## Proof of Performance and Live Power Readings

Verify the real-time status of assets through online Proof of Performance reports and Live Power Readings. This information reduces the need for manual site visits and provides 24-hour visibility to real-time device performance. Gathered data points include watts/amps consumed per asset, battery voltage, battery temperature and more.

☰ outdoorlink

- Admin App ▾
- Support App ▾
- Customer List
- User Management
- Radio Search
- Customer SMART
- Plant 71718. Bus Shelters ▾
- List View
- Map View
- Bulk Commands List
- Structure Gratiot SB 12 Mile ▾
- Structure Dashboard
- Power Readings
- Proof of Performance**
- Activity Log
- Images
- Status History (admin)
- Command Log (admin)

### Proof of Performance Report - Gratiot SB 12 Mile

Excel PDF

REPORT DATE	RELAY	PANEL	SCHEDULES
2019-06-17	1	USB	7:00 PM - 12:00 AM
2019-06-17	2	SECURITY	7:00 PM - 12:00 AM
2019-06-17	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-17	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-16	1	USB	7:00 PM - 12:00 AM
2019-06-16	2	SECURITY	7:00 PM - 12:00 AM
2019-06-16	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-16	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-15	1	USB	7:00 PM - 12:00 AM
2019-06-15	2	SECURITY	7:00 PM - 12:00 AM
2019-06-15	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-15	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-14	1	USB	7:00 PM - 12:00 AM
2019-06-14	2	SECURITY	7:00 PM - 12:00 AM
2019-06-14	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-14	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-13	1	USB	7:00 PM - 12:00 AM
2019-06-13	2	SECURITY	7:00 PM - 12:00 AM
2019-06-13	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-13	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-12	1	USB	7:00 PM - 12:00 AM
2019-06-12	2	SECURITY	7:00 PM - 12:00 AM
2019-06-12	3	BOX SIGN	7:00 PM - 12:00 AM
2019-06-12	4	ACCENT LIGHT	7:00 PM - 12:00 AM
2019-06-11	1	USB	7:00 PM - 12:00 AM
2019-06-11	2	SECURITY	7:00 PM - 12:00 AM

Displaying: 116 Total Records

NEED HELP? JE

### Power Readings - Gratiot SB 12 Mile

Start Date: 04/18/2019
End Date: 06/18/2019

MAX POWER
LIVE POWER

#### Live Power Readings

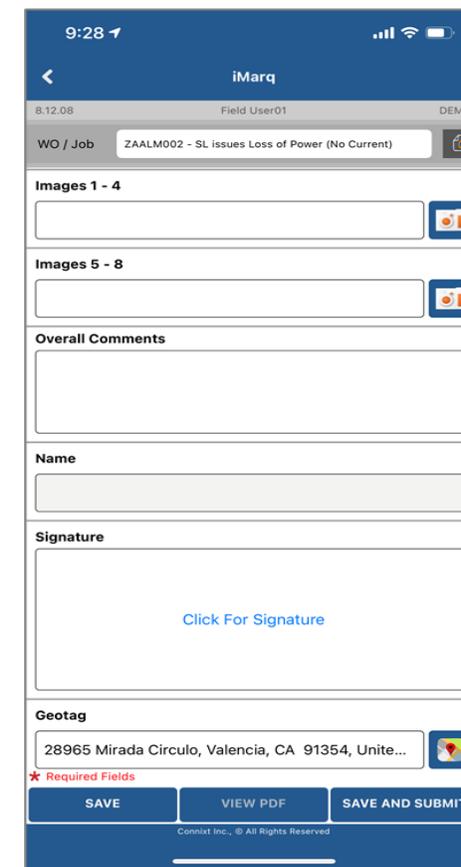
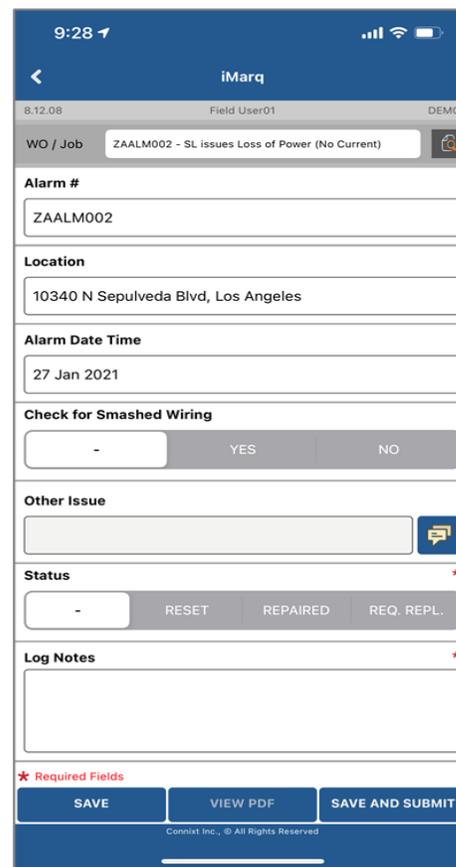
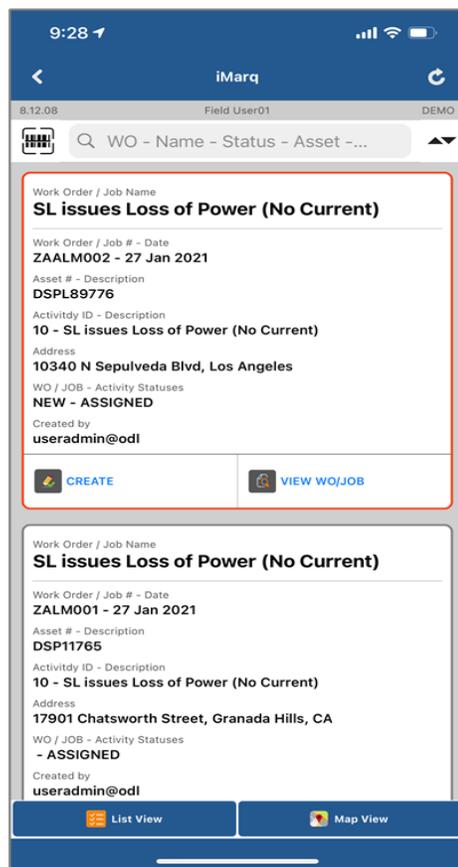
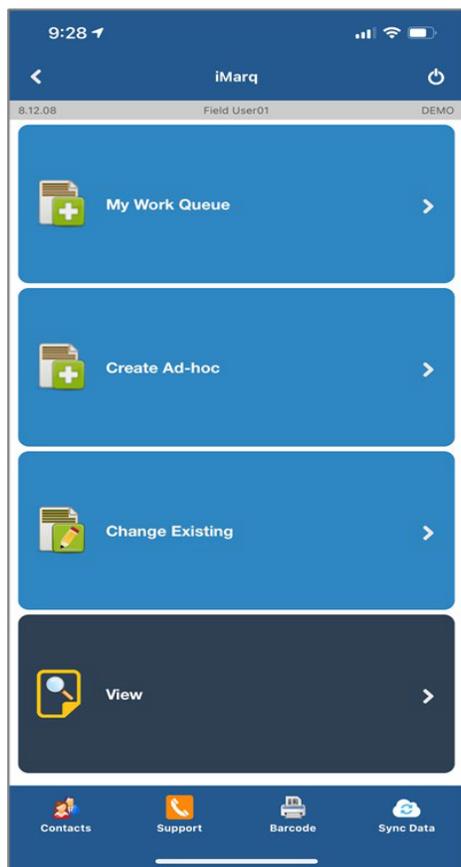
(change to current readings)

TIMESTAMP	RELAY 1 (W)	RELAY 2 (W)	RELAY 3 (W)	RELAY 4 (W)	BATTERY VOLTAGE (V)	BATTERY TEMP (°C)
06/18/2019, 12:26:08 AM	0.985	0	3.202	0.493	12.889	-40.483
06/17/2019, 12:29:05 AM	0.735	0	3.187	0.49	12.829	-39.909
06/15/2019, 12:31:33 AM	0.741	0	3.456	0.494	12.918	-39.909
06/14/2019, 12:31:36 AM	0.737	0	3.194	0.491	12.859	-40.483
06/13/2019, 12:31:49 AM	0.739	0	3.448	0.493	12.889	-40.483
06/12/2019, 12:31:47 AM	0.739	0	3.202	0.493	12.889	-39.909
06/11/2019, 12:31:48 AM	0.739	0	3.202	0.493	12.889	-40.483
06/10/2019, 12:31:52 AM	0.494	0	3.456	0.494	12.918	-39.909
06/08/2019, 9:07:15 PM	0.735	0	3.432	0.49	12.829	-39.353
06/07/2019, 9:08:12 PM	0.734	0	3.424	0.489	12.8	-39.909
06/06/2019, 9:07:55 PM	0.734	0	3.424	0.489	12.8	-39.909

Displaying: 30 Records

## Automated and Personalized Work Order Management

iMarq creates Work Orders based on controlled processes. Once a Work Order is assigned, Users are required to log detailed information such as cause of issue, parts needed, site images, and more. Everything is logged digitally and accessible in real-time through the iMarq portal. Screenshots of the user experience are shown below.



# smartlink™

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~ 90 Day Pilots are Available Upon Request ~

[www.outdoorlinkinc.com](http://www.outdoorlinkinc.com)