



CASE STUDY: CITY OF AURORA

Project Profile:

The city of Aurora, Ill., nicknamed the “City of Lights” for being one of the first cities in the United States to use electric streetlights, hired Duke Energy One to install, own, operate and maintain eight interactive digital kiosks. They help enhance the visitor experience, disseminate information quickly and support economic growth in the community.



The Challenge

More than a half million people flock to downtown Aurora each year to visit popular attractions such as Paramount Theatre and RiverEdge Park, but many times they miss out on new and established restaurants, retail shops and more. The city wanted a way to help promote these businesses and economic growth.



The Solution

Eight double-sided kiosks were installed in high-traffic areas including: Aurora City Hall, Paramount School of the Arts, Paramount Theatre, SciTech Hands-on Museum, RiverEdge Park as well as the Route 25 and Route 59 Transportation Centers. The kiosk software helps people navigate the city, discover new places, connect to Wi-Fi and take selfie pictures as well.



The Benefits

- ✓ Dynamic advertising and promotional medium for local businesses and city events
- ✓ Send-to-phone feature for on-the-go information
- ✓ Contactless content delivery through QR codes
- ✓ Selfie camera
- ✓ Color changeable LED top light
- ✓ High-speed Wi-Fi hot spot
- ✓ MetroView camera system

“The city of Aurora is proud to work with Smart City Media and Duke Energy One to deploy digital kiosks throughout the city. Most cities offer few digital experiences like CityPost, the kiosks are located front and center in downtown areas to help visitors navigate attractions and promote economic development. This is Aurora’s story, making technology work for our citizens.”

Michael Pegues | City of Aurora Chief Information Officer



The Details

The city of Aurora is working to become a regional innovation hub, in large part by deploying smart public infrastructure. The kiosks serve as virtual visitor centers and provide valuable information and directions to local restaurants, businesses and events 24/7. Local businesses can also advertise and promote themselves on the kiosks.

The Results

The kiosks have been linked to Aurora's fiber optic network through the city's partnership with OnLight Aurora, a not-for-profit organization formed by the city in 2011 whose mission is to expand upon the city's fiber optic network and its world-class connectivity. The City of Lights is now rebranding itself as "The City of Light Speed." The eight kiosks, each with two vibrant 55-inch touch screens and a Wi-Fi hot spot, have been installed in high-traffic areas of the city and provide creative and valuable content about the city. The Aurora Area Convention and Visitors Bureau updates the events calendar regularly. And the selfie camera is one of the most popular features. It sends a collage of photos straight to the user's smartphone.

"Utilizing the high-speed fiber linked to each kiosk, citizens and visitors are able to enjoy free high-speed Wi-Fi service while the city of Aurora is able to livestream and call up archived video."

Charles Baker | Executive Director, OnLight Aurora

Future Goals

Duke Energy One will continue to work with the city of Aurora to bring more kiosks to prominent areas of growth. The digital content will soon include transportation services and scheduling information. There are also plans to include park information, a parking map as well as the locations of warming and cooling centers. The city also plans to collect analytics from users to determine what type of content is being advertised, what is being viewed, and which kiosk features are being utilized the most frequently.



"Duke Energy One has proved to be an effective and engaged smart city technology advisor. They have proved they're interested in a long-term relationship with the city. Their team has continued to remain engaged even through the pandemic and as we resolved fiber network connectivity and system issues."

Andrew Feuerborn | Director of Data & Analytics, City of Aurora

How can we help you?

Visit duke-energy.com/Aurora, call us at **844.343.0832** or email smartfuture@duke-energy.com to learn more.

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