

FRL6

RURAL DIGITAL HUB CONCEPT

The infrastructure play for rural communities.

See why people leave their homes and come into your shop!

Retail revitalization driven by emotion!

THE LOCAL LINK.

Retail revitalization driven by emotion!

Retailers are increasingly struggling with rising costs, declining visitor numbers and reduced revenues. More people order from home using computers and mobile phones.

What disappears is conversation, personal attention, human interaction, local knowledge and the simple feeling of being welcomed within a community. The Rural Digital Hub brings human interaction back into physical locations through advanced Artificial Intelligence supported by real human expertise.

At the heart of the concept is a life-sized Digital Community Employee who welcomes visitors to the shop. Powered by Generative AI, this digital colleague appears on a large vertical screen and interacts naturally with visitors through personal conversation.

No keyboard. No complicated technology. Simply walk in and start talking. Bring your problem, have a great conversation and an instant solution! The digital employee greets visitors, answers questions, provides guidance, explains products and services, promotes local businesses and helps solve everyday problems.

Most importantly, it creates an emotional experience.

Visitors feel welcome. Returning visitors can be recognized and greeted by name. Conversations can continue from previous visits. Interaction feels personal, familiar and human. Emotions create trust, engagement and repeat visits and opportunities for local spending.

This is not simply digitalization. It is retail revitalization driven by emotion, conversation and a humanlike connection.

Whenever the digital employee reaches limits, a real human expert can engage. The transition feels completely natural: *"Let me bring in one of my colleagues who specializes in this."* A remote expert then joins the conversation and provides the required assistance.

This unique combination of personalized Artificial Intelligence and real Human Interaction brings people back into physical spaces, by creating emotions and providing instant solutions.

Why people leave their homes and come into the shop
The one question that determines whether this concept works — and the answer.

?

THE CRITICAL QUESTION

The foundation of the entire concept

Most people today own a smartphone, a computer and an internet connection.
So a simple question arises:

Why would anyone come to LOCAL LINK at all?

The answer is simple:

Because people are not looking for information.
People are looking for solutions.

The internet delivers:

Information, links, possibilities

LOCAL LINK delivers:

Solutions, results, tasks completed

OUR PROMISE
BRING YOUR PROBLEM. LEAVE WITH A SOLUTION.



THE TERMINAL MENU

What people see when they walk up to the screen

HOW CAN WE HELP YOU?

1

Understand documents >

2

Order online >

3

Parcels & Returns >

4

Jobs & Careers >

5

Housing & Property >

6

Smartphone Help >

7

Local Services >

8

Community Help >

Speak to an Advisor >

THE 5 CORE SERVICES

What LOCAL LINK actually offers

1

WE DO IT FOR YOU

The biggest difference from the internet: the internet delivers information. LOCAL LINK handles the action.

- Order online
- Book flights & hotels
- Complete forms & applications
- Compare providers
- Create job applications
- Submit official requests — the customer needs to learn nothing.

2

DIGITAL A&E

When something goes wrong — immediate help on the spot, no hold music, no jargon.

- Letter not understood
- Password forgotten
- Account locked
- Official notice received
- Document lost

3

PARCEL, COLLECTION & RETURNS HUB

The shop becomes the local service point for all online purchases.

- Collect orders
- Organise returns
- Print shipping labels
- Drop off parcels — no post office queue, no waiting

4

COMMUNITY HELP NETWORK

Google knows the world. LOCAL LINK knows the community.

- Find garden help
- Transport for older residents
- Recommend local tradespeople
- Find local service providers
- Connect neighbours who need support

5

HUMAN + AI = UNBEATABLE

AI alone is replaceable. AI combined with a trusted local person is not.

- AI in the background — person in the foreground
- A familiar shop, not the anonymous internet
- Immediate personal support whenever needed



WHAT A SMARTPHONE CANNOT DO

Information is everywhere. Solutions are at LOCAL LINK.

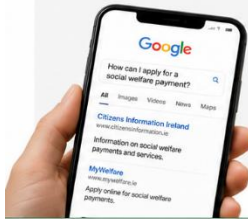
WHAT A SMARTPHONE CANNOT DO

Information is everywhere. Solutions are at LOCAL LINK.



A SMARTPHONE CAN:

- ✓ Provide information
- ✓ Display websites
- ✓ Find products



LOCAL LINK CAN ALSO:

- 💡 Solve problems
- 📦 Accept packages
- 🔄 Process returns
- 📄 Explain documents
- 👥 Organize local help
- 👤 Provide personal support
- 🛡️ Build trust



LOCAL LINK
LOCAL SERVICE.
REAL HELP. REAL PEOPLE.



SAVE TIME



SAVE MONEY



STRONGER
COMMUNITIES



<https://ireland.finalresurrection.ie>



REAL USERS — FIVE EVERYDAY EXAMPLES

Stories from the community

1 Mary (78)

Receives an official government letter — does not understand it — fears the consequences.

- Walks into the shop
- Letter is scanned at the terminal
- AI explains the content in plain language
- Mary asks follow-up questions: Do I need to respond? What is the deadline?

☒ **Mary goes home. She knows what to do — without waiting for her son.**

2 John (22)

Looking for work in Enniscorthy — doesn't know where to start.

- Opens the terminal
- AI shows local job listings
- CV is optimised together
- Application is printed on the spot

☒ **John leaves the shop with three job applications in hand — today, not tomorrow.**

3 Anne (68)

Wants to shop online — but doesn't trust herself to do it.

- Walks into the shop
- AI helps compare products
- Order is placed together
- Delivery to the shop — collection in person

☒ **Anne buys online safely — for the first time in her life.**

4 Sean (56)

Has a parcel to return — doesn't know the process.

- Walks into the shop
- Return label is printed
- Parcel is handed over

☒ **Sean completes in 10 minutes what would otherwise take him half a day.**

5 Tom (45)

Local tradesman — looking for new customers in the area.

- Places an ad through LOCAL LINK
- Ad appears on the terminal immediately
- Local visibility increases at once

☒ **Tom wins new customers — no Facebook algorithm, no monthly subscription fees.**



THE LOCAL LINK TERMINAL

Slim. Freestanding. Fits in any shop.

43" TOUCHSCREEN FRONT & BACK
Easy to use

DOCUMENT SCANNER
Scan & Upload

PRINTER
A4 + Thermal

SPEAKER & MICROPHONE
For Video Support

CARD TERMINAL
Card, Apple Pay, Google Pay

QR-CODE SCANNER
For Tickets, Returns, Forms

LOCAL LINK
BRING YOUR PROBLEM.
GET A SOLUTION. CLOSE TO HOME.

HOW CAN WE HELP YOU?

- 1 Understand a document
- 2 Order online
- 3 Parcels & Returns
- 4 Jobs & Careers
- 5 Housing & Property
- 6 Smartphone Help
- 7 Local Services
- 8 Grants & Support
- 9 Community Help
- 10 Speak to an advisor

SIMPLE. LOCAL. FOR EVERYONE.

LOCAL SERVICE. REAL HELP. REAL PEOPLE.

SLIM. FREESTANDING. FITS EVERY STORE.

~ 170 cm

~ 45 cm

~ 45 cm

LOCAL LINK
LOCAL HELP. REAL SOLUTIONS. FOR OUR COMMUNITY.
THANK YOU FOR KEEPING LOCAL ALIVE.

EASY TO USE

INSTANT HELP

SAFE & TRUSTWORTHY

CONNECTED LOCALLY

FOR ALL GENERATIONS

43" touchscreen front & rear • Document scanner • A4 + thermal printer • Speaker & microphone • Card terminal • QR code scanner • ~170cm tall • ~45cm x 45cm footprint



WHY IT WORKS

The logic behind the concept

People do NOT come because of:	AI, a touchscreen or the internet
People come because of:	Problems that need to be solved
The shop becomes:	A place where problems disappear
A smartphone cannot provide:	Trust, physical presence and immediate resolution

**THE MESSAGE:
BRING YOUR PROBLEM.
LEAVE WITH A SOLUTION.**

