

FRL7

RURAL DIGITAL HUB CONCEPT

The infrastructure play for rural communities.

FROM IDEA TO REALITY

Retail revitalization driven by emotion!

THE LOCAL LINK.

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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.

THE FIRST PILOT LOCATION

FROM IDEA TO REALITY

Enniscorthy, Co. Wexford — Phase 1



THE REAL GOAL

What this pilot is actually designed to prove

The pilot is not designed to prove that touchscreens work. The pilot is designed to prove that local shops can attract visitors again — when they solve real problems.

What we do NOT want to prove:	That technology works
What we DO want to prove:	That people will leave their homes for solutions
What we want to demonstrate:	That a shop becomes relevant again through service



THE IDEAL PILOT LOCATION

Criteria for the first shop

Shop type:	Convenience store, newsagent, village shop, forecourt shop or community centre
Location:	Central, clearly visible, high footfall
Requirements:	Corner space 1.5 × 1.5 m, one power socket, WiFi access
Effort for the owner:	Zero — we deliver, install and operate everything
Pilot location:	Enniscorthy, Co. Wexford

THE DEAL IN ONE SENTENCE

**We bring people in. You keep a share of what they spend.
You sell them coffee while they wait. Everyone wins.**



THE LOCAL LINK COMMUNITY TERMINAL

Self-service — like a McDonald's order screen, but for your community

Slim, freestanding column. Similar footprint to a coat rack. Fits in any shop corner.

STANDARD EQUIPMENT

- 43" touchscreen (front)
- 43" touchscreen (rear)
- Document scanner
- Printer (A4 + thermal)
- Speaker & microphone
- Card payment terminal
- QR code scanner
- Cloud connectivity

OPTIONAL — PHASE 2

- Camera
- Video support button
- Voice control
- Second printer



THE TERMINAL WORKS WITHOUT STAFF

Designed from the outset to place minimal burden on the shop owner.

What users can do independently:

- ✓ Browse information
- ✓ Scan documents
- ✓ Print documents
- ✓ Place orders
- ✓ Manage parcels
- ✓ Pay for services

▶

When additional support is needed:
 A video support adviser can be connected at the touch of a button. The shop owner stays as the shop owner. They do not become IT support.

▶

THE START SCREEN
 What the user sees when standing in front of the terminal



Eight self-service categories — plus a direct connection to a human adviser. Simple. Local. For everyone.

PAYMENT & VIDEO SUPPORT
 Simple for everyone involved

PAYMENT Every service is paid directly at the terminal. ✓ Credit card & debit card ✓ Apple Pay & Google Pay ✓ Automatic monthly settlement ✓ The shop owner collects nothing ✓ No cash. No invoices.	VIDEO SUPPORT If the user gets stuck: ✓ Press the button ✓ Connection to central support ✓ Support takes over immediately ✓ The shop owner stays as the retailer ✓ Not IT support.
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WHY THE SHOP PROFITS

The economic effect of the terminal

Every service...	...brings visitors who...	...bring the shop:
• Scan a letter • Drop off a return • Print a CV • Collect a parcel	✓ Additional footfall ✓ Longer dwell time ✓ New audiences (seniors & young people) ✓ Repeat visits	• Coffee • Newspaper • Snacks • Lottery • Grocery shopping



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



REAL HELP.
REAL SOLUTIONS.
REAL PEOPLE.

**LOCAL LINK**
LOCAL SERVICE.
REAL HELP. REAL PEOPLE.

 SAVE TIME

 SAVE MONEY

 STRONGER COMMUNITIES

 <https://ireland.finalresurrection.ie>



SUCCESS MEASUREMENT

What we measure after 6 months of pilot operation

Metric	What it proves
Visitor numbers	Total number of people using the terminal
Problems resolved	Number of completed tasks per service category
Parcels & returns	Generate regular, repeat visits to the shop
Job applications & CVs	Indicator of relevance for younger users
Housing enquiries	Indicator of local demand for housing information
Advertising listings	Number of local businesses advertising on the terminal
Additional shop revenue	Measured against till receipts vs. the same period last year

PILOT TARGET: 6 MONTHS
5 locations • 5 terminals • Minimum 2,500 users

★ THE CORE QUESTION
The real experiment

Can a local shop become the centre of its community again?

LOCAL LINK is designed to prove exactly that.

LOCAL LINK

A local service.
Nationally connected.
Globally scalable.

The pilot starts here:
Enniscorthy, Co. Wexford.
The model was built to be replicated.
Every location proves the next one is possible.

