



## City of Chelsea Deploys Soofa Technology To Highlight City Communications and Local Business Information

**Chelsea, MA, May 24, 2021** – The City of Chelsea is bringing Soofa technology to its downtown area to keep all Chelsea residents informed about city information, public health guidelines, community resources, and more. Nestled between two towns with existing Soofa technology—Everett and Revere—Chelsea is a short drive from Downtown Boston, Boston Logan Airport, and various beaches. Chelsea is the eleventh municipality in the Greater Boston area to implement Soofa technology as part of its smart-city infrastructure.

The first Soofa Sign will be anchored in Bellingham Square, a historic area within the city housing Chelsea’s civic buildings, local businesses, and transit corridors. The Sign will serve as a communications platform where the city can communicate city updates, evolving public health guidelines, local business specials, community resources like COVID-19 vaccination sites or housing resources, upcoming community events, and more. The information displayed on the Signs is available in multiple languages, including English and Spanish.

The back of the Sign will be wrapped in a full-color vinyl sticker, providing wayfinding information and highlighting local points of interest such as Chelsea’s City Hall, Library, Senior District, and Division Street, home to Chelsea’s vibrant, eye-popping murals. The vinyl will also provide information about the city’s 311 hotline and feature a QR code directing users to the city’s newly-developed 311 app.

“Staying closely connected to Chelsea residents is as important as it’s ever been,” said City Manager Thomas G. Ambrosino. “By implementing Soofa’s cutting-edge technology into our communications infrastructure, we are able to bring important, local information into the outdoors and into public spaces, increasing access to city updates and community news among residents. We’re looking forward to a successful partnership with Soofa.”

“We are excited to partner with the City of Chelsea to support the city’s communications efforts and ensure that all residents have access to hyperlocal updates,” said Sandra Richter, CEO and co-founder. “We look forward to working with Chelsea and the people who call Chelsea home.”

Soofa, a female-founded startup out of the MIT Media Lab, builds the first of its kind, solar-powered digital sign with e-ink display. The Signs display a combination of city updates, community-generated content, and local business information. The Sign also updates passersby on real-time transit information and local events while engaging users with poll questions relevant to their community. The [Soofa Sign was featured by Engadget](#) as a finalist for Best Vision for the Future at CES and was [described by Curbed as the Facebook wall for the real world](#).

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