

## **Soofa Enhances its Solar-Powered Digital Platform, Unveiling a Refreshed Screen Design and New Capabilities for Cities**

*Smart City Technology and OOH Advertising Company Embraced by Local Governments Unveils New Capabilities to Enhance Community Engagement, Real-Time Updates, and Transit*

Cambridge, MA- March 16, 2022- Building on the company's rapid expansion in 2021, today Soofa announced a major set of design improvements and new capabilities to its solar-powered digital platform for smart cities. The company's U.S. reach tripled in 2021 and the Soofa platform is now used by city and municipal partners in 41 cities across 15 states.

"We've had rapid growth over the past year as cities look for ways to increase communication with their constituents as well as to deploy sustainable technology in their communities," said Jason Young, CEO of Soofa. "City communication has become even more vital during the pandemic. It's important that we continue to innovate and to enhance our platform to meet the evolving needs of our city partners to help inform and enrich their communities."

Soofa's solar-powered digital platform is used by an increasing number of local governments to share hyperlocal information quickly and in real-time via Soofa Signs. The Soofa platform has been enhanced to make it more user-friendly for city leaders as well as more engaging for community members and businesses. With today's release, Soofa Signs now feature:

- Enhanced readability and engagement: With a fully refreshed and modern screen layout, Soofa Signs have been enhanced for maximum readability and engagement and redesigned to display even more information.
- Additional real-time updates: Soofa has added an RSS feed integration, allowing cities to automatically share local updates and information like upcoming local events, nearby vaccination sites, and more.
- Enhanced real-time transit capabilities: Cities utilizing Soofa's transit widget can now automatically display more accurate transit updates—thanks to Soofa's new GTFS feed integration—to augment static transit timetables with real-time transit information. No more wondering if the bus already came!
- Weather displays: Soofa Signs will now feature local weather displays, showing up to five days of local weather information.

"The responsive team at Soofa is constantly working to improve their already great, user friendly design. Soofa makes up-to-the-minute communication with residents in a clear and simple manner a breeze." said Casey Erlenheim of the City Manager's Office in San Pablo, CA.

Staying true to the company's mission around sustainability, the E-Ink screens on Soofa Signs produce less light pollution than traditional kiosks and are dark sky approved by the International

Dark Sky Association, a recognized authority on light pollution. The E-Ink display is the only digital display that is certified by the Dark Sky Association.

Innovative cities and advertisers can visit <https://soofadigital.com/> to learn everything they need to know about Soofa.

About Soofa:

Soofa, a female-founded startup out of the MIT Media Lab, operates the first of its kind, solar-powered digital platform and sign with E-ink display. Soofa Signs display a combination of city updates, community-generated content, and relevant advertising. Soofa Signs also update 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.