



Media Release

Manchester becomes the first city in NH to bring Soofa Signs into its smart-city infrastructure

Manchester, NH, March 18, 2021 – Continuing its rapid expansion throughout the Northeast, Soofa has partnered with Liz and Jeremy Hitchcock of [Orbit Group](#) and the City of Manchester to deploy Soofa technology in Manchester’s downtown. Manchester is the first city in the state of New Hampshire to deploy Soofa Signs and joins the Greater Boston area and Western Massachusetts as the three regions in New England to integrate Soofa Signs into its smart-city infrastructure.

The installation is made possible through the involvement of Orbit Group, a private organization owned by Liz & Jeremy Hitchcock, based in New Hampshire that provides support on economic development initiatives, urban planning, and creative placemaking within the City of Manchester. The Soofa Sign will be anchored across from the Cat Crosswalk and 15 - 20 steps from Diz Cafe and Bookery Manchester, a locally owned independent bookstore. The sign serves as a hub for wayfinding and placemaking in the downtown area. Local news, events, and interactive polls will be powered by [Manchester Ink Link](#). “The Sign will support Orbit Group and the City of Manchester’s shared vision to drive growth and innovation within the city by updating pedestrians on governmental announcements, upcoming events in the downtown, opportunities to patronize local businesses, news and announcements relevant to the downtown area, and more,” remarked Liz Hitchcock.

The Soofa Sign will also serve as a platform for connectivity and engagement between residents, visitors to Manchester, and community organizations. Through the strategic placement of the Soofa Sign in Manchester’s downtown, passersby can quickly and easily access hyperlocal news, cultural events, local business specials, and community-focused polling questions. The Sign’s full-color vinyl sticker will serve as a prominent wayfinding tool for pedestrians to consult as they’re moving around the city’s downtown, highlighting public parks, points of interest, and cultural institutions within walking distance.

“Orbit Groups partnership with Soofa will enhance opportunities for community engagement and economic activity in the downtown area,” remarked Pamela H. Goucher, AICP, Deputy Director of Planning & Zoning “Deploying this technology will provide citizens and visitors a resource they can use to take advantage of all Manchester has to offer.”

Mayor Joyce Craig added, “We are looking forward to having Soofa’s cutting-edge technology to strengthen our Manchester’s smart-city infrastructure and streamline its downtown wayfinding and communications efforts.”

“The City of Manchester and OrbitGroup both share our vision for supporting local business and creating spaces available for everyone to enjoy,” said Sandra Richter, Soofa’s CEO and co-founder. “We’re thrilled to bring Soofa Signs to Manchester as a source of hyperlocal, community-oriented information that everyone can use and everyone can benefit from.”

Ribbon Cutting will take place on Wednesday, March 24th at 12pm outside of 848 Elm Street, Manchester, NH.

About Soofa

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](#).

About Orbit Group

[Orbit Group](#) is focused on increasing the growth, innovation, and prosperity of NH and beyond through guidance, relationships and capital.

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