

soofa sign

The neighborhood news feed for smart cities.

Parks & Recreation Commission Meeting
August 21, 2024



A 100% solar-powered,
turnkey solution for
city communication
and wayfinding.



On-demand pedestrian data.



Install in minutes with no
wires. 100% Sustainable.



Increase access to vital
community information.



Performance

- Upto 23 hours operating hours/day
- Sensor-enabled LED overhead light illuminates screen in the dark
- Soofa Operations Team monitors performance metrics remotely

Durability

- Proven seamless operation in extreme temperatures -10 to 100F (From Vegas to Boston)
- Epoxy powder-coating protects from graffiti, rust and corrosion

Specs

Solar powered

- Solar panel: 65W
- Battery: 24V, 12Ah
- Wireless connectivity

Electronic paper display

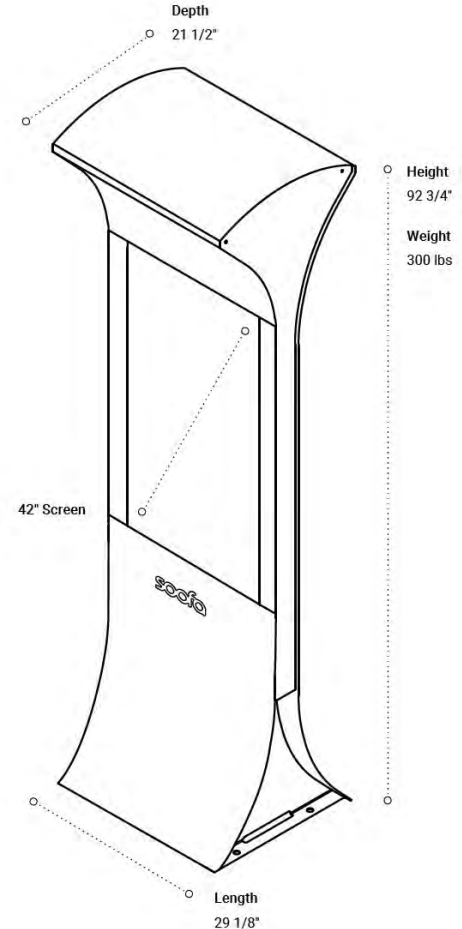
- Sixteen shades of grey
- 42" screen size
- High resolution imaging

Beautiful, sturdy design

- Structure: steel
- Finish: zinc & polyester powder coated

Simple, four bolt installation

- Suggested anchors
 - 8" 1/2 dia. threaded rods
 - 1/2" theft proof nuts



Widgets customized for every city

Soofa signs can integrate with a transit API or GTFS feed to display real-time transit for pedestrians.

The transit applet updates every two minutes, and displays the line, location, and next scheduled arrival.

- Events
- Local Updates
- Transit
- Restaurants
- Tweets
- Poll / Opinion
- News

SPRINGFIELD NEIGHBORHOOD

Jan 24th
Partly Cloudy
↑ 72°
↓ 52°

Transit

BUS	102 University Drive ⌚ 10:01 ⌚ 10:21
RAIL	E-Line New Hope Commons ⌚ 10:24 ⌚ 11:24
BUS	24 LTD to 87 Ave ⌚ 10:34

Local News +18 More:

Neighborhood Workshop 2021
Fri, 01 Feb 2022
To further promote neighborhood engagement, the City of Springfield is hosting a Neighborhood Workshop on Tuesday, Oct...

Springfield Begins Multi-Mile Road Project
Mon, 20 Sep 2022
Contractors will begin work on a multi-mile roadway improvement project in Springfield starting Tuesday, Sept. 21 with milling and...

Springfield Passes Ordinance for Golf Carts
...

Going to a concert!
Posted at 10:45am

Cincinnati baby!
Posted at 2:24pm

Going to relax on a beach somewhere. Not sure where yet, but the ocean is calling my name.
Posted at 11:42am, Sat Mar 3

Generate community revenue with advertising

Digital ads display for minutes within the hour while still keeping your community feed on the screen for all to see.

Ads take 80% of screen space

Your preferred widget stays at the bottom



BOSTON BALLET
ALEXCO NISSINEN ARTISTIC DIRECTOR

CARMEN

bostonballet.org

OPERA HOUSE

Local Events +22 More

02 Boston Market
Event Time: 12:00 AM - 11:59 PM Location: Downtown
Come to the Boston Market weekly to shop for fresh local produce, handmade products, and beautiful plants and flowers. The fresh produce will liven up even your favorite recipes or grab lunch on the go from one of the wonderful food vendors...

08 Board of Works Meeting
Event Time: 10:00 AM - 11:00 AM Location: 166 Lincolnway, Boston

Enhance wayfinding and welcome visitors with custom vinyl decals.

Help pedestrians navigate the area and drive traffic to local attractions and businesses with an eye-catching vinyl sticker reflecting the character of the neighborhood.





Timely and relevant updates in just a few clicks.

Our platform, SoofaTalk, allows cities to post to Signs instantly across different neighborhoods.



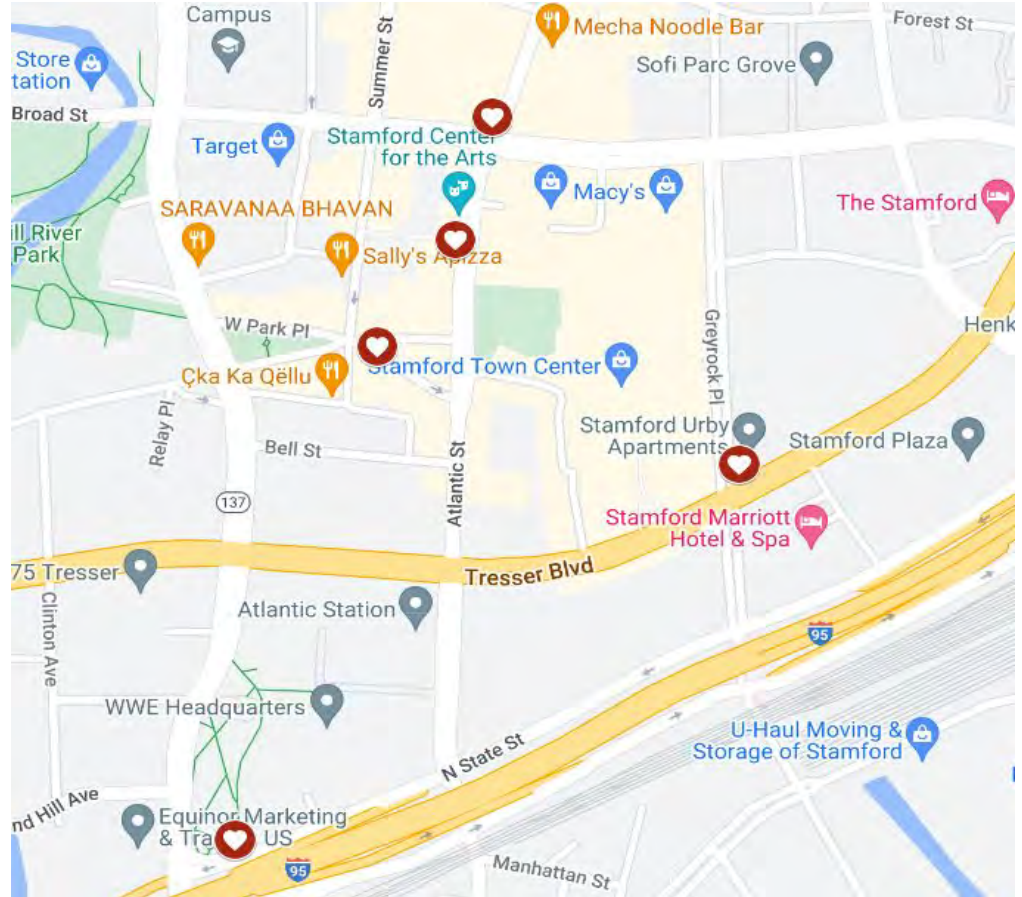
Location

Soofa Sign



Proposed Locations:

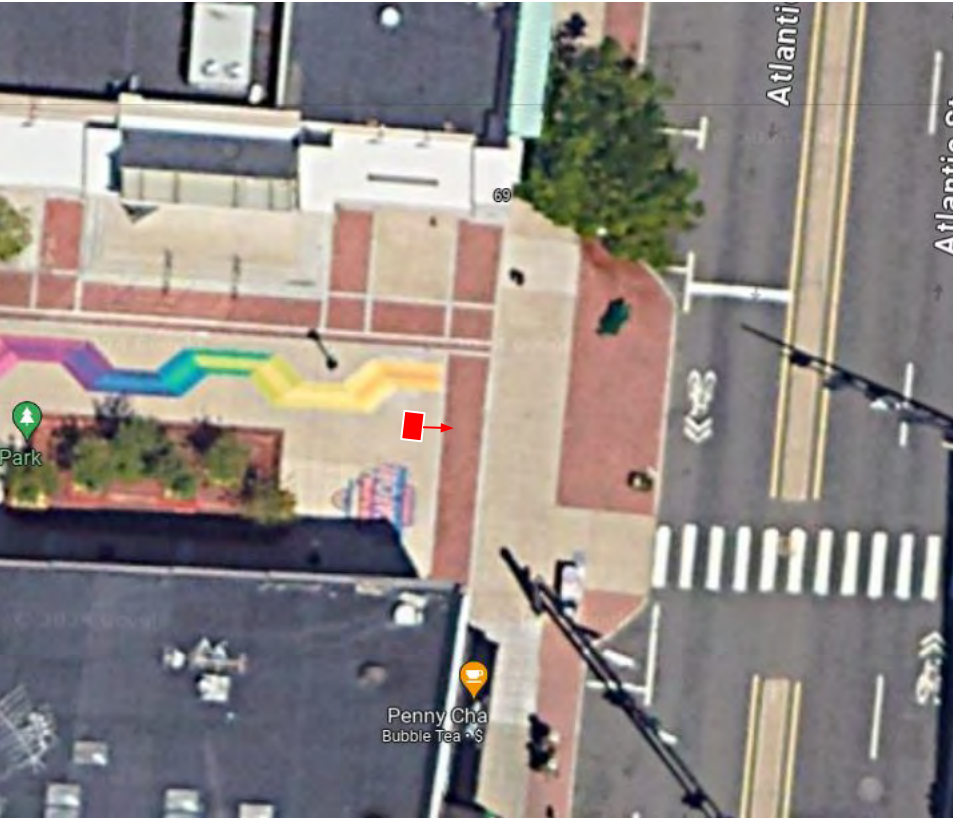
1. 677 Washington Boulevard
2. 6 Bedford St
3. 73 Atlantic st
4. 15 Bank St
5. 1 Greyrock Pl



Atlantic st 73

41.054263933768546, -73.53949829808371

Sign is placed at red arrow. Sign screen faces direction of red arrow (left image),
Facing: East



Bank St 15

41.053120145571555, -73.54047476661559

Sign is placed at red arrow. Sign screen faces direction of red arrow (left image),
Facing: South East



Thank you!

GALLERY TALK:
JESSICA HONG ON
DANA SCHULTZ



THE ONE TO WATCH

FORNIGHTS EVENTS

soofa

www.soofadigital.com/soofa-sign

soofa®