

soofa sign

The neighborhood
news feed for
smart cities.



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.



Make vital community information accessible to all.

Communicate news and PSAs to all, including those without access to the internet or devices.

Soofa Signs are a trusted source of information on health guidelines, events, public works, and more.



Build a display customized to your municipality's needs.

Digital display options include:

- Real-time transit schedule
- Events
- Opinion polls
- Emergency Alerts
- Social Media Feeds

Automatically share social posts, transit updates, and emergency alerts in real time. Localize messaging and reach specific neighborhoods with our online platform.



Widgets customized for every city

Share vital community information in the Local Updates widget to ensure residents and visitors in your area hear from you.

There is no limit to the amount of posts, our system will just rotate through depending on the amount.



Events



Local Updates



Transit



Restaurants



Tweets



Poll / Opinion



News

SPRINGFIELD NEIGHBORHOOD

Jan 24th
Partly Cloudy
↑ 72°
↓ 52°

Local Updates

SUMMER SCREEN ON THE GREEN

06. 17 **Encanto**

07. 08 **Turning Red**

07. 22 **Cruella**

City Center Park at Sundown
Hosted by Main Street Fayetteville
Sponsored by Brightmoor Healthcare

Transit

102
University Drive
⌚ 10:01 ⌚ 10:21

E-Line
New Hope Commons
⌚ 10:24 ⌚ 11:24

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

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



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Generate community revenue with advertising

With our digital and static advertising models, you'll get a 20% net revenue share of every ad that runs on your sign.

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
JUKKO NISSINEN ARTISTIC DIRECTOR

Carmen

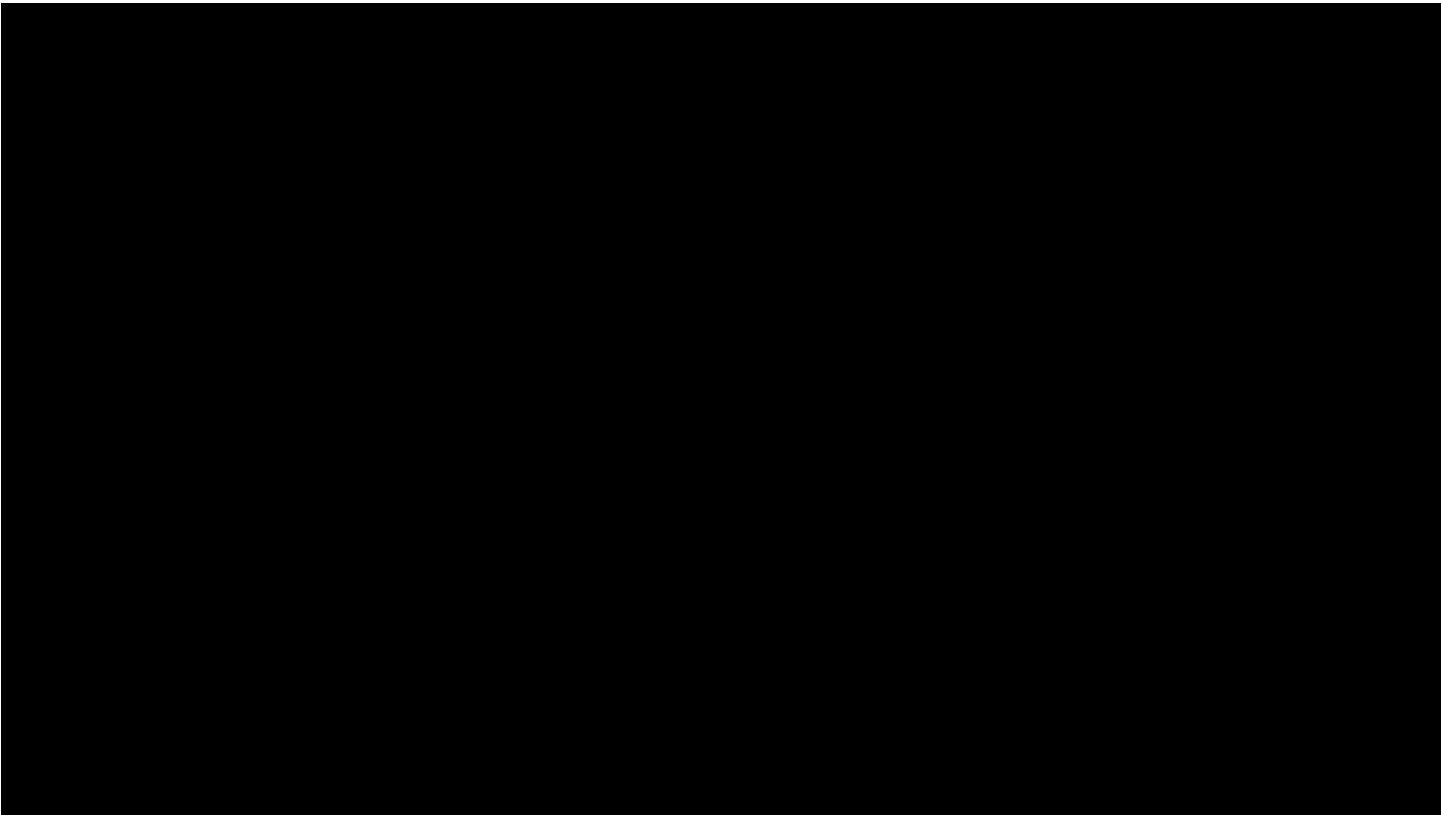
bostonballet.org

OPERA HOUSE

Local Events +22 More

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 live up even your favorite recipes or grab lunch on the go from one of the wonderful food vendors...

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





Timely and relevant updates in just a few clicks.

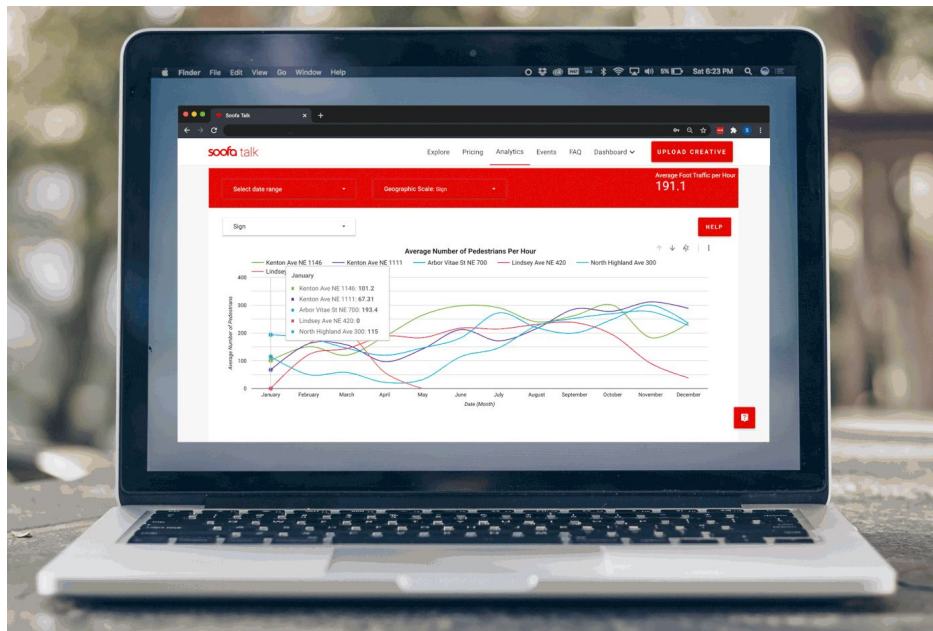
Our platform, SoofaTalk, allows cities to post to Signs instantly across different neighborhoods.



Gain on-demand access to hyperlocal pedestrian data and insights.

Access data from our pedestrian sensor online.

Use the data to better understand use of your public spaces, automate people counting, and support local initiatives and economic planning.





Full transparency into the performance of your Signs.

You can view Operating Hours, a live view of the Sign, and minute by minute engagement on SoofaTalk. Soofa creates a transparent product so municipalities can clearly see how the product is working.

soofa talk

Bennington St 1

Live view

Operating Hours: 7:00am - 6:00am

Last Maint. Check: 04/06/2021

Status: 



This Sign is currently awake.

Explore

Heartbeat

Analytics

Soofabuzz.com



Have a great answer for the poll below? Show others in real-time or share your ideas on other projects in the area!

REVERE APRIL 15TH, 2021

NEIGHBORHOOD NEWS FEED  51°

Opinion

What alternate universe would you live in?

Submit your answer on SoofaBuzz.com

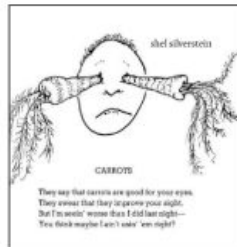
one in which we respected the lives of all animals
posted at 9:20am

A grape flavored one
posted at 8:17pm

Local Updates



Promoted Posts



Transit

Last updated: 4:46pm

BEACHMONT



Blue Line
Wardland
10:45pm

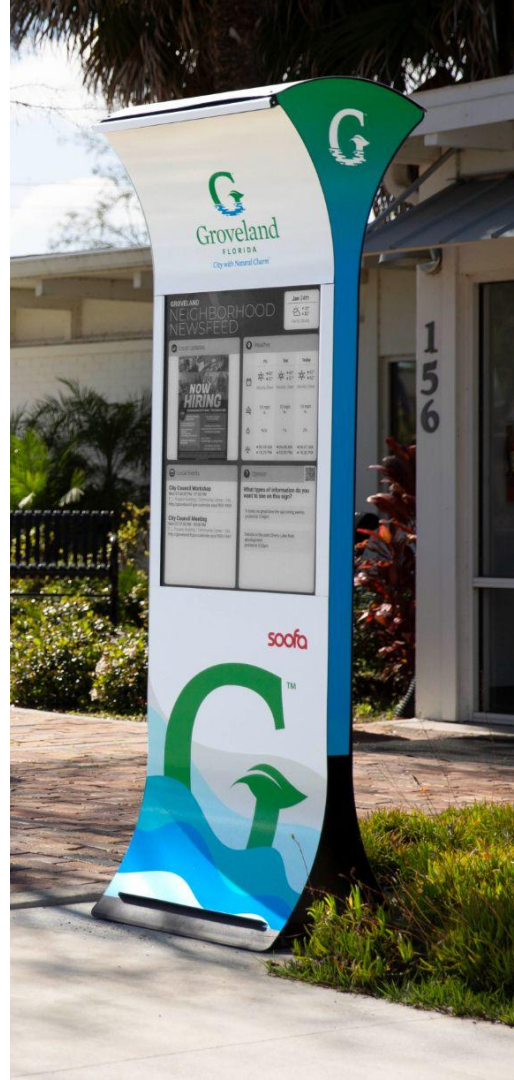


Blue Line
Scudum
10:45pm

soofa

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.



Give local businesses the stage with static vinyl advertising

With Soofa's advertising models, local and national businesses can add personality and relevant content to your signs while you collect 20% of the net ad revenue.



Standard Operating Agreement

Soofa partnerships include:

- 20% share of net revenue annually
- Dedicated space for city messaging
- Custom vinyl decal
- Access to on-demand pedestrian data
- Real-time transit updates

Partnerships include Soofa's white-glove service:

- Sign cleaning and maintenance
- Installation
- Content management



Soofa Models & Pricing



Community-Branded



Digital Advertising Allowed
Static Advertising not Allowed



Digital & Static
Advertising Allowed

Interactive City
Communication

✓

✓

✓

Interactive Widgets

✓

✓

✓

City Branded Wrap

✓

✓

•

Advertiser Branded Wrap

•

•

✓

Interactive Advertising

•

✓

✓

Revenue Share

•

20%

20%

One Time Cost to City

\$25,000

\$18,000

\$16,000

Annual Fee After Year 1

\$6,200

\$6,200

\$2,000

Advertising and Revenue Share

Once your Soofa Sign is installed, it can take up to one year to start securing advertisers. To account for this, **annual fees do not kick in until year two.**

If there are prominent companies or brands within your community that would be interested in advertising on your Soofa Signs, please facilitate an introduction and **we'll do the rest!**



Next Steps

Stakeholder Approvals

- Develop a shared understanding of procurement and city-side approvals
- Present to additional departments

Discuss Installation Details

- Determine potential locations via site survey

Education on Soofa Talk

- Demo of SoofaTalk, our online platform



Thank you!

www.soofadigital.com/soofa-sign



soofa®

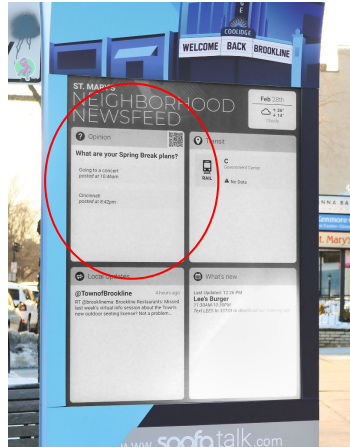
Appendix



Choose which features you want to display on the Sign.



Events calendar
Weather updates



Polling widget



Real-time transit
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

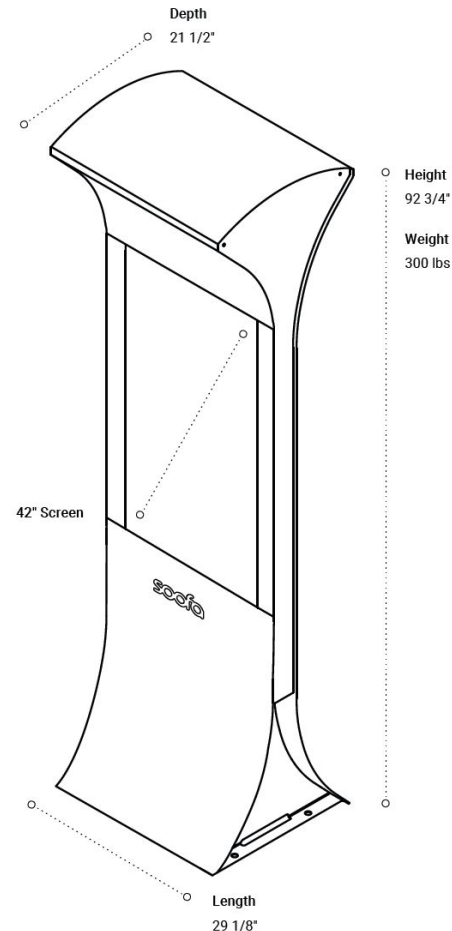
- Sixteen shades of grey
- 42" screen size
- High resolution imaging

Beautiful, sturdy design

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

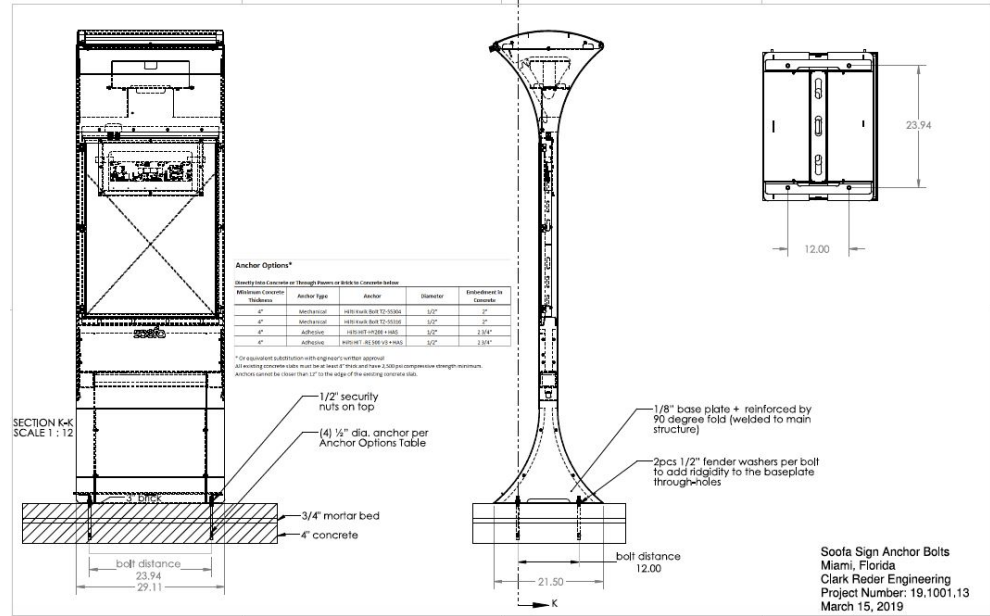
Simple, four bolt installation

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



Plug-and-play Installation

- 20min installation with four bolts (no wiring)
- Apps are setup in advance and content is preloaded
- Small footprint for easy placement: 21.5" x 29.1"
- Engineered to withstand hurricane force winds (180mph)





American Rescue Plan Act Funding

Justification for Use on Soofa Signs



According to the Government Finance Officers Association:

“Elected leaders will need to decide how to best use the additional funding consistent with the ARPA requirements, which are very broad.”

The National League of Cities published more specific qualifying principles for ARPA funding. The following page highlights multiple qualifying principles the NLC has published that coincide with Soofa Sign capabilities.

[Download NLC's ARPA Principle Packet Here](#)
[View GFOA's Broad Guiding Principles for ARPA Funds Here](#)





Support Small Business, Job Seekers & Essential Workers [PDF Download](#)

- Local businesses can use Soofa Signs to promote new changes and services of their business
- Get direct feedback from local entrepreneurs about their needs with the Polling applet
- Communicate resources like PPP loans, discounted business licensing, and job training providers

Protect and Promote Residents' Health [PDF Download](#)

- Promote safe practices to prevent spread and foster mutual accountability
- Use Soofa Signs real-time digital and static communication spaces to provide a trustworthy source of health information and best practices, as well as resources to find quality, affordable healthcare

Support Full Access to Public Infrastructure [PDF Download](#)

- Bridge the digital divide by providing a real-time news feed connecting residents without smartphone access to city updates, local business news, and more
- Provide an easy way for residents to give direct feedback
- Display real-time transit arrival information and bike-share availability mapping on the digital screen
- Promote alternative transportation options with static wayfinding
- Promote parks and greenspaces while improving the experience of visitors with wayfinding and event calendars with Soofa Signs in parks and public spaces

Maintain your City's Fiscal Health [PDF Download](#)

- Receive 20% of net advertising revenue from your Soofa Signs
- Maintain trust with your workforce and residents with outdoor messaging
- Communicate limited or expanded city operations due to new Covid outbreaks



Learn more about Soofa Signs at soofadigital.com/soofa-sign