



Soofa Expands to West Coast with Solar-powered Sign Installations in Greater Los Angeles and Sacramento Metro Areas

Smart City Technology and OOH Advertising Company Installs First Signs in California

Cambridge, MA- September 23, 2021- Today, [Soofa](#), the creators of the solar-powered neighborhood news feed, announced the company's expansion to the West Coast with solar-powered Soofa Sign installations happening in the Greater Los Angeles and Sacramento metro areas. The cities of Eastvale, San Jacinto, and Fair Oaks are the first cities in California and on the West Coast to have Soofa Signs. The Golden State expansion builds off the company's success throughout the Northeast, Georgia, and Florida.

"We are thrilled to bring our smart, social, and hyperlocal technology into California," said T. Jason Young, CEO of Soofa. "We look forward to supporting each of these city's communication efforts with their constituents and to working with advertisers to take advantage of Soofa's hyperlocal out-of-home advertising platform."

Soofa partners with local governments to bolster their smart city infrastructure as well as national and local advertisers looking for hyperlocal exposure through its advertising platform. The Signs provide communities with city announcements, public health information, community events, real-time transit updates, and citizen feedback on local initiatives. The prime neighborhood placement of the Soofa Signs in high foot traffic areas allows companies to advertise in locations that are often limited due to local regulations and laws.

"This is an exciting time for Soofa—and we're just getting started," said Young. The company now partners with more than 25 cities throughout the U.S.

California Soofa Sign Installations

Eastvale

In Eastvale, located in Riverside county, the Soofa Signs serve as a bridge to communicate citywide information, community meeting agendas and notes, and other local information. The city is working to provide community members with the resources they need to connect to their city by making this information available to a wider audience—beyond just those following them on social media. The Soofa Signs, prominently featured at city hall and in a local shopping center, are wrapped in a colorful design that reflects the city's branding and character.

"We are thrilled to be partnering with Soofa to bring this cutting-edge, connected technology to the City of Eastvale," said Bryan Jones, City Manager. "By incorporating Soofa Signs into our city's infrastructure, we are able to share upcoming events, meeting notices, local business information, and more with residents and visitors alike. We're thrilled to be the first community in California to install Soofa Signs in our public spaces and are looking forward to a successful partnership."



Media Release

San Jacinto

The city of San Jacinto, located in Riverside county, installed its first Soofa Sign outside of City Hall, an optimal location to share hyperlocal news and updates with residents. The polling feature will offer more San Jacinto residents a voice, as the city will use the tool to collect feedback and ideas from passersby. The Soofa Sign will also help to connect residents to the city's social media feeds, expanding access to relevant city updates.

"San Jacinto continues to develop innovative ways to connect with our community and provide updated information in a variety of formats," said Robert Johnson, San Jacinto City Manager. "The Soofa Sign offers City Hall visitors a new platform to stay updated on city news, announcements, and meeting notices, while opening up an opportunity for community members to provide feedback to the City directly. We're looking forward to a successful partnership with Soofa."

Fair Oaks

Fair Oaks, located in Sacramento County, has installed multiple Soofa Signs throughout the Fair Oaks Recreation and Park District to communicate with park visitors—providing updates about upcoming projects, improvements, additional features, events, and community programming happening in the park. The vinyl wrapping on the Soofa Signs can also be used by park visitors for wayfinding, as they feature a map of the district and areas of interest, including public facilities such as the Community Clubhouse, Amphitheater, and Art and Crafts building.

"As the Fair Oaks Recreation and Parks District continues to grow, evolve, and improve, providing park visitors and residents with information about upcoming projects, improvements, events, and programs is increasingly important," said Mike Aho, District Administrator. "By adding Soofa Signs to our park infrastructure, we can quickly and easily communicate project updates, like the addition of new fields, parking areas, and community buildings, as well as news about upcoming events and programs to residents and visitors alike."

To find out more about Soofa visit: <https://soofadigital.com/>

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. 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.

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