

Soofa Expands to Utah with Solar-powered Sign Installations in Salt Lake City Metro Area
Smart City Technology and OOH Advertising Company Partners with Summit County to Provide Locals and Visitors with Extensive Wayfinding Information

Cambridge, MA- November 29, 2021- [Soofa](#), the creators of the solar-powered neighborhood news feed, announced the company's expansion to Utah with solar-powered Soofa Sign installations happening in the greater Salt Lake City metro area. The Utah expansion builds on the company's success in California, the Northeast, Georgia, and Florida. Soofa now partners with more than 25 cities throughout the U.S.

"As the first community in Utah to install Soofa Signs, we are thrilled to be partnering with Soofa to strengthen our wayfinding and communications efforts with residents and visitors," said Tom Fisher, Summit County Manager. "Whether it's connecting transit users with High Valley Transit's service map or a list of nearby trailheads, we're committed to helping people reach all that Summit County has to offer."

The solar-powered Soofa Signs have been installed in Summit County, home to Park City, known for outdoor recreation and skiing. The Signs are located near key transit hubs, providing both residents and visitors with better wayfinding—including information about hiking trails and local ski resorts. The Signs feature real-time digital transit information, local announcements, and updates. The outer design features a map of the High Valley Transit (Summit County's regional transportation agency) fixed-line routes. The Signs are located at Canyons Village Transit Hub, Ecker Hill Park and Ride, and Kimball Junction Transit Center.

"We are excited to expand into Utah—particularly Summit County", said T. Jason Young, CEO of Soofa. "This is one of the most popular mountain communities in the U.S., and we look forward to helping to improve the transit, communications, and wayfinding experience for residents and visitors."

Soofa partners with local governments to bolster their smart city infrastructure as well as with 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.

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.