



The Soofa Sign

A 21st century bulletin board for the Kendall Square community

We make smart urban furniture.

Changing Environments Inc. DBA Soofa

- Founded out of MIT Media Lab in May 2014
- Located in Kendall Square
- Core team from Harvard and MIT

It started with the Soofa Bench



“Much more than just a bench.” Boston’ Mayor Marty Walsh

● **Benches are loved by the public**

**6,000 charging sessions over 4 months
on 13 benches in Cambridge** ●

● **2500 hours charged**

Now in 20 States ●

The Soofa Sign is the **bulletin board** of the 21st century.
Sharing information with your local community in **real time**.
Beautifully designed and intuitive to use. Powered by **solar to empower the neighborhood**.



TRANSIT

The Soofa Sign has integrated the MBTA API to show bus or train arrival times



EVENTS

The Soofa Sign displays local community events.



ADVERTS

The Soofa Sign displays local advertising for small businesses.

**Largest E-Ink Display
available (32")**



Solar



Branding



soofa

First color filtered E-Ink Display

COFFEE HOUSE MENU

COFFEE SHOP MENU

We welcome you to The Coffee shop. We hope you'll stay and enjoy the relaxing atmosphere. Our goal is to create a quality drink that you won't forget!

	SMALL	MEDIUM	LARGE
Coffee (drip)	\$1.50	\$1.95	\$2.15
Espresso	\$1.75 (double)		
Espresso Macchiato	\$1.95 (double)		
Con Panna	\$1.95 (double)		
Espresso Affogato	\$2.75 (double)		
Cappuccino	\$2.75	\$3.30	\$3.75
Cafe Latte	\$2.75	\$3.30	\$3.75

COFFEE FLAVORS

Almond	Cinnamon	Orange
Amaretto	Coconut	Peach
Apple	Crème de Menthe	Praline
Banana	English Toffee	Raspberry
Butterscotch	Hazelnut	Strawberry
Caramel	Irish Cream	Toasted
Caramel Pec.	Macadamia Nut	Marshmallow

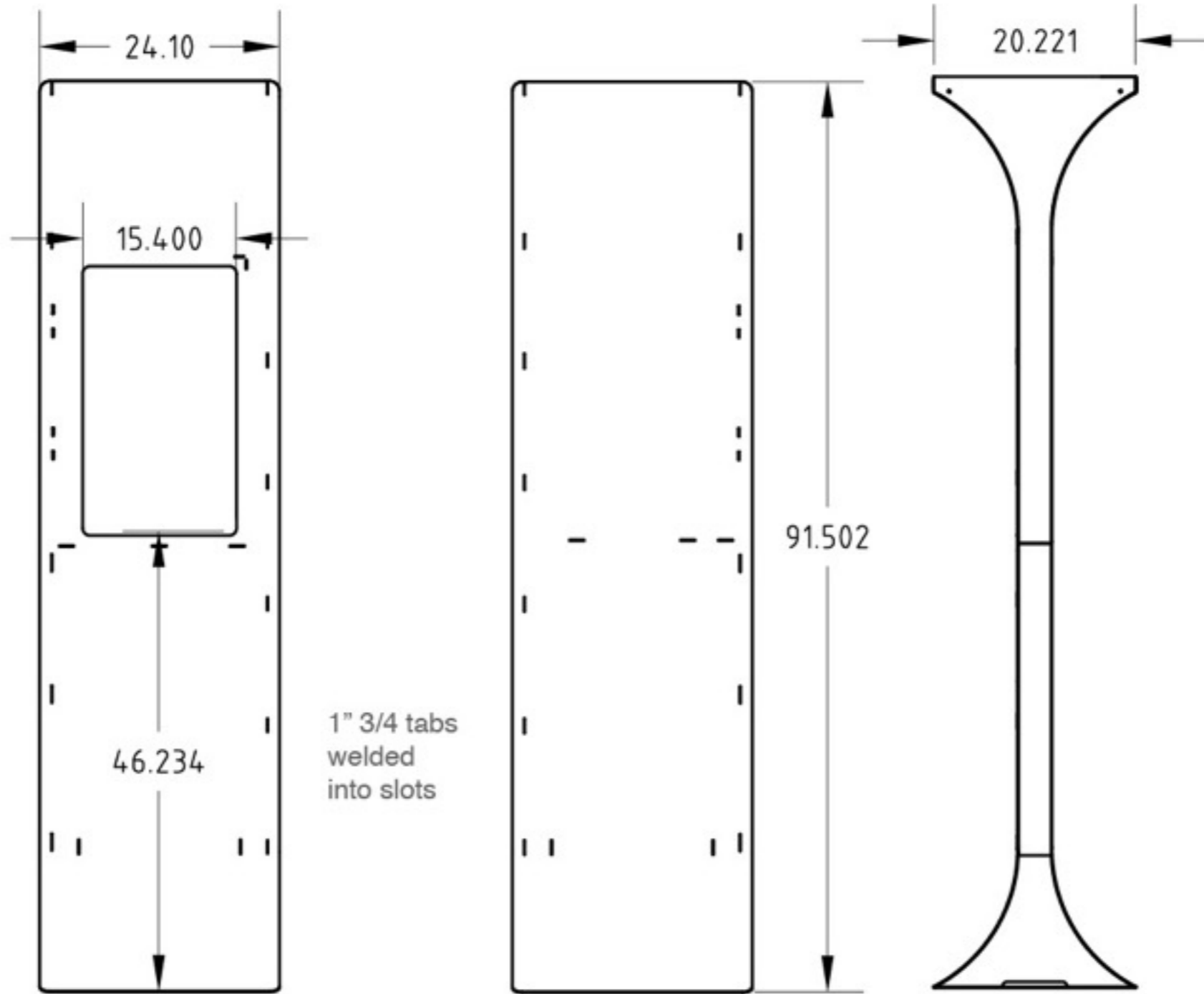
FROM OUR BAKERY

Small Cheese Danish	\$1.25
Fruit & Cheese Danish	\$2.00
Bear Claw	\$2.00
Schnecken	\$2.00
Cinnamon Roll	\$2.00
Danish Pocket	\$2.00
Fruit & Cheese Strudel	\$2.00
Plain Croissant	\$1.50
Gypsy Horn	\$2.00
Chocolate Croissant	\$1.50
Muffins	\$2.00
Philadelphia Sticky Bun	\$2.00

Eink

Partnership with fellow MIT Media Lab company Eink

Lightweight, easy to install, small footprint



Location flexible but preferable by the T



Content on Soofa Sign

- Changes for transit in “real-time” (once per minute)
- Sponsored content changes every 10 minutes
- Per day only 6 different content pieces to cycle through
- Sign active 12 hours per day, then remains on the last image, no light pollution
- 25% content reserved for CRA free of charge, others \$12 per day
- Content approval cycle through Soofa



Easy content upload via web

Your message is *

- In my head, a headline, copy and an image
- Designed like an ad
- A paper handout I want digitized

Next

Headline

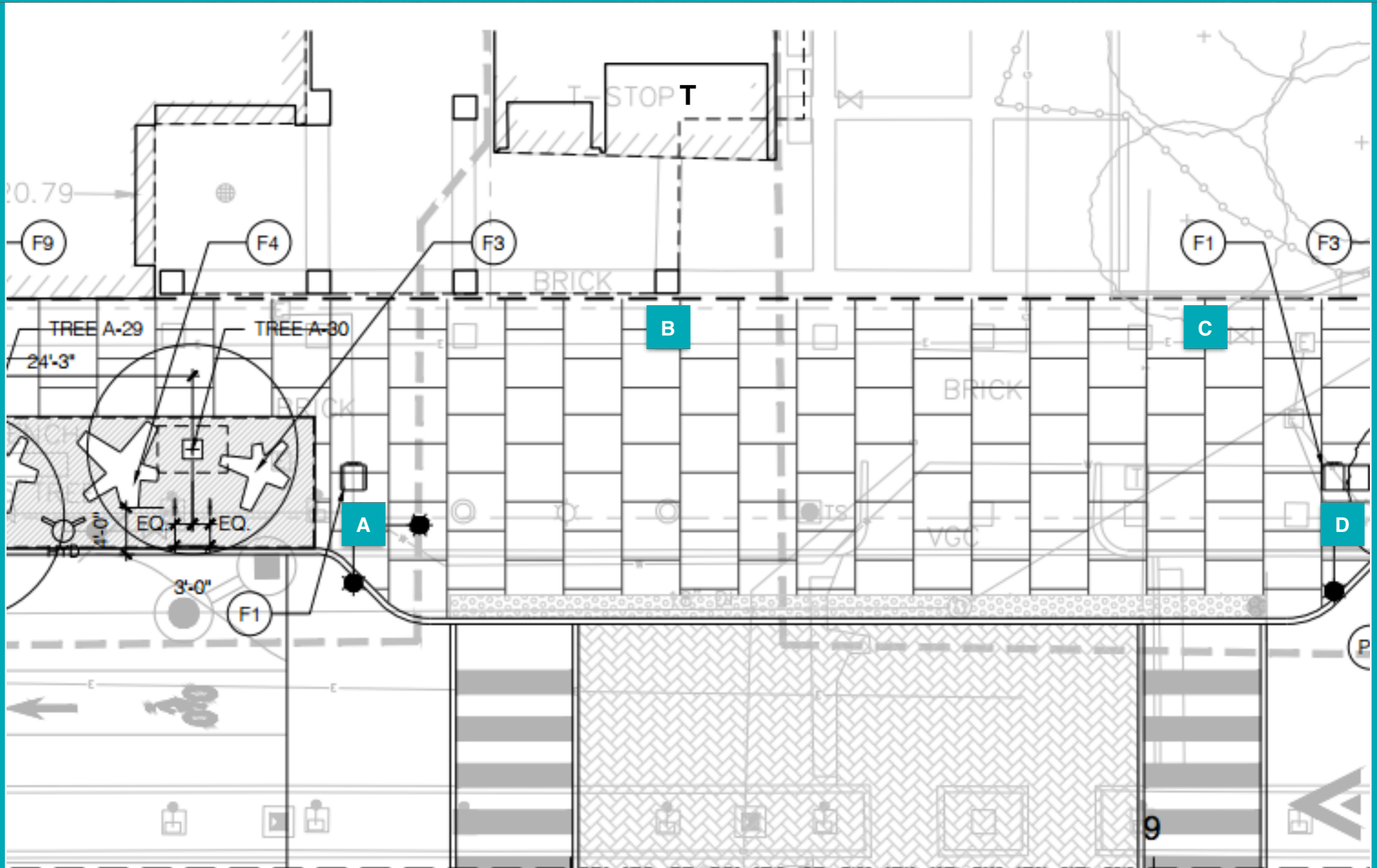
Copy

My Logo No file chosen

My website of #Tag

Back Next

Proposed location on CRA ground



Installation @Porter, Central, Inman



Transit information with sponsored content working with CDD, first appearance: Parking Day

Our Proposal for Kendall Square

- Temporary installation for 6 months with option for permanency based on success of the sign free of charge. The sign remains in ownership of Soofa.
- Twenty-five (25) percent of all content displayed on the Soofa Sign exclusively reserved for the Cambridge Redevelopment Authority free of charge in the form of monthly credit “coupons”.
- Prior to the conclusion of this six month trial, Cambridge Redevelopment Department and Changing Environments agree to negotiate in good faith conditions and use of the Soofa Sign and its Content Management System to include business elements such as display time, revenue share, use subscription, and other operational elements into a formal contracted agreement.
- Potential revenue for CRA and/or community projects through sponsored content and community advertisement.

soofa[®]

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Kendall Square is about Innovation.
Let's make it happen.