

# Good for everybody in town.

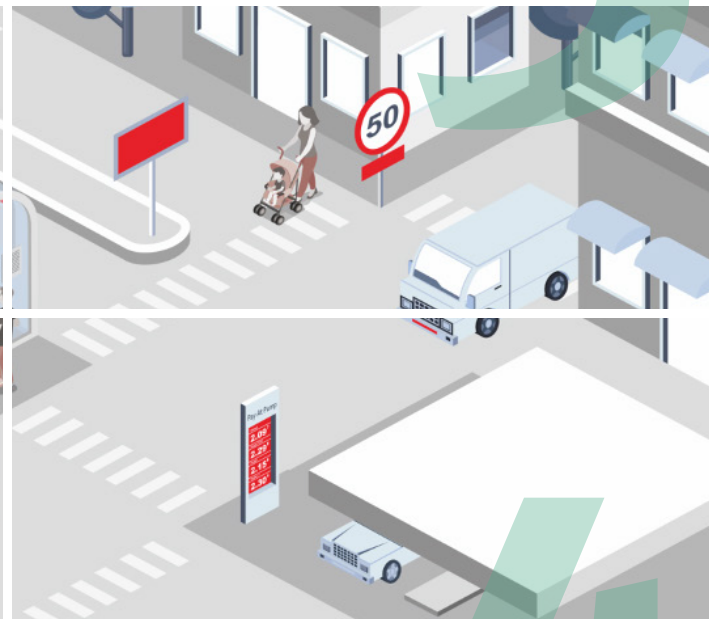
## 1 Passengers

- Know when your train or bus is coming
- See what's going on around town
- Get instant coupons from local shops



## 2 Local Businesses

- Sell more stuff with ads that reach customers close to your store



## 3 Transit agencies

- Help passengers feel better about the T, even if it's late

## 4 Municipalities

- Save on infrastructure
- Get communities on the same page
- Be sustainable



**PAHK  
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OUT  
THESE  
WICKED  
SMAHT  
SIGNS.**



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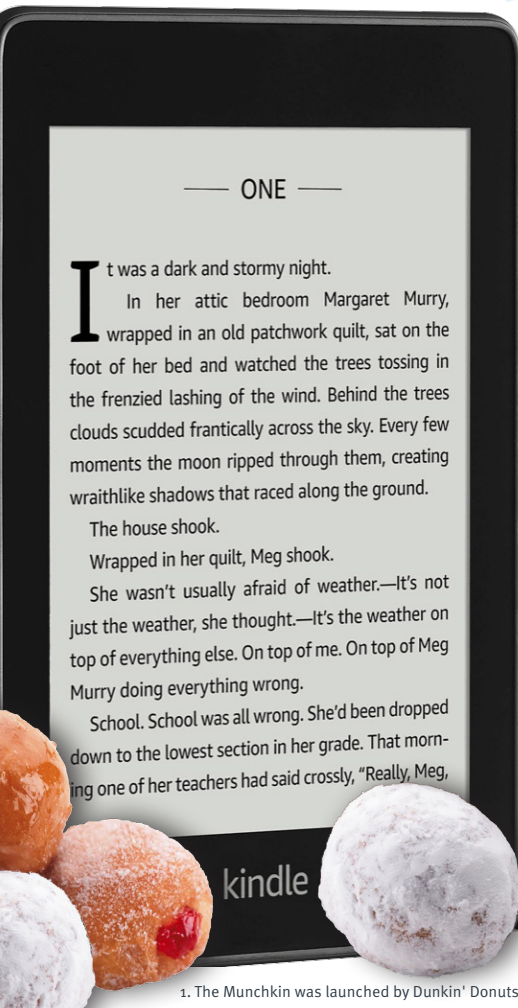
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# E Ink. The Coolest thing to come out of Bawstin since the Munchkin®<sup>1</sup>

Sure, turning donut holes into delicious treats was awesome. But how about E Ink's digital paper? Spun out of MIT in 1997, E Ink started a revolution in how we read, beginning with the screens in our eReaders. Now E Ink is in bus and train signs, outdoor wayfinding signs, and kiosks all over Boston.

With live, real-time updates so we never have to guess when our ride will arrive or when the next community event is happening.

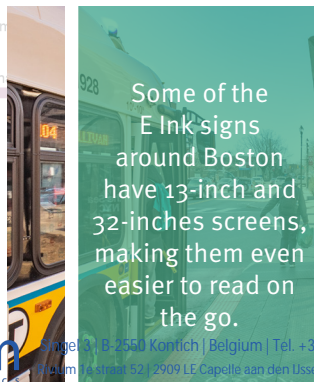


## This is wicked hahd-cawr.

E Ink solar-powered transit signs and outdoor kiosks are now in over 100 locations.



If we want to know what's going on around town, we can check out these solar-powered community newsfeeds from Soofa, a Massachusetts-based start-up.



Some of the E Ink signs around Boston have 13-inch and 32-inch screens, making them even easier to read on the go.



## E Ink signs are:

### Low cost to install.

No need for digging or grid connections.

### Low power.

Outdoor E Ink signs require less than 1 percent of the power used by LCD screens. No power is required to show a static image.

### Affordable.

With ad sponsorships the signs can help pay for themselves.

### Connected.

Live updates on train/bus arrival times.

### Sustainable.

Can be 100% solar powered.

### Readable.

Easy to read from any angle, even in bright sun. With no light pollution at night.

### Weather and temperature-proof.

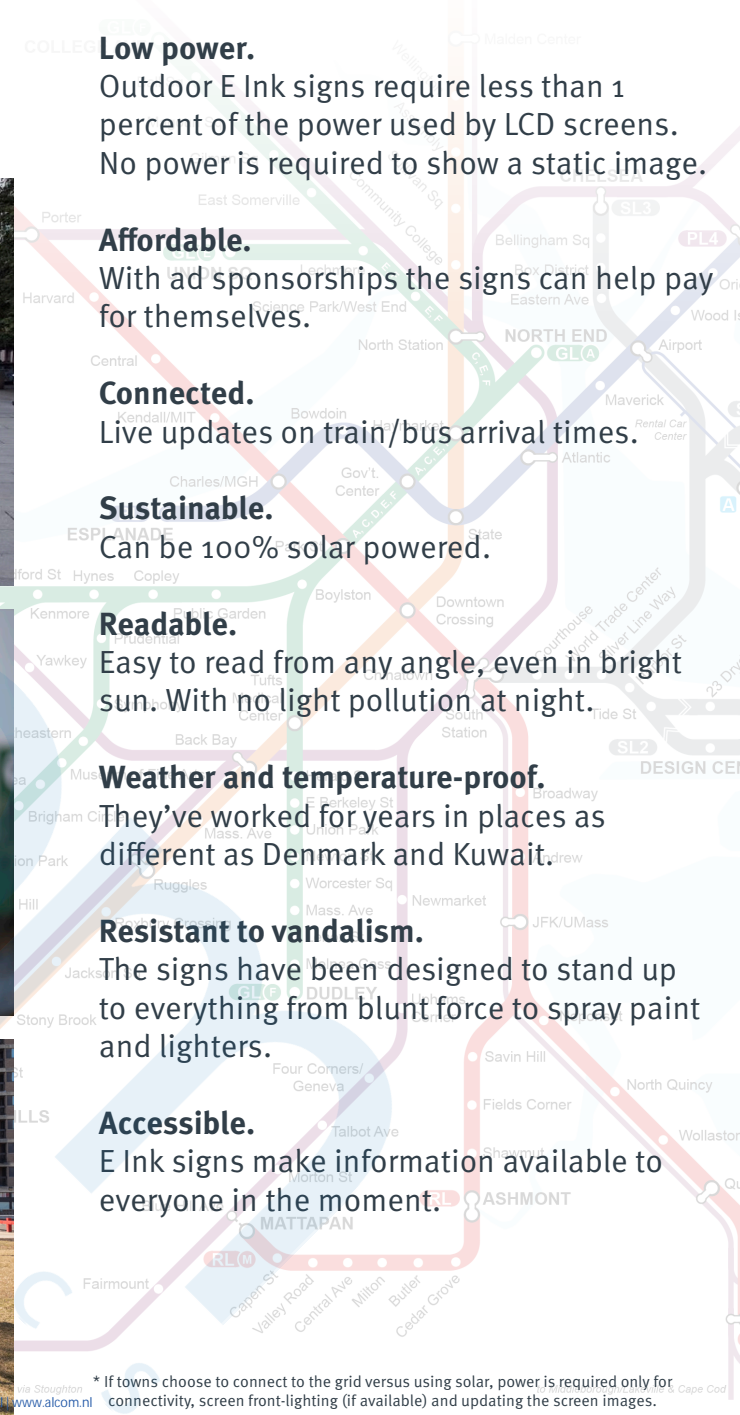
They've worked for years in places as different as Denmark and Kuwait.

### Resistant to vandalism.

The signs have been designed to stand up to everything from blunt force to spray paint and lighters.

### Accessible.

E Ink signs make information available to everyone in the moment.



\* If towns choose to connect to the grid versus using solar, power is required only for connectivity, screen front-lighting (if available) and updating the screen images.

1. The Munchkin was launched by Dunkin' Donuts in 1972

