

# Everyone Benefits

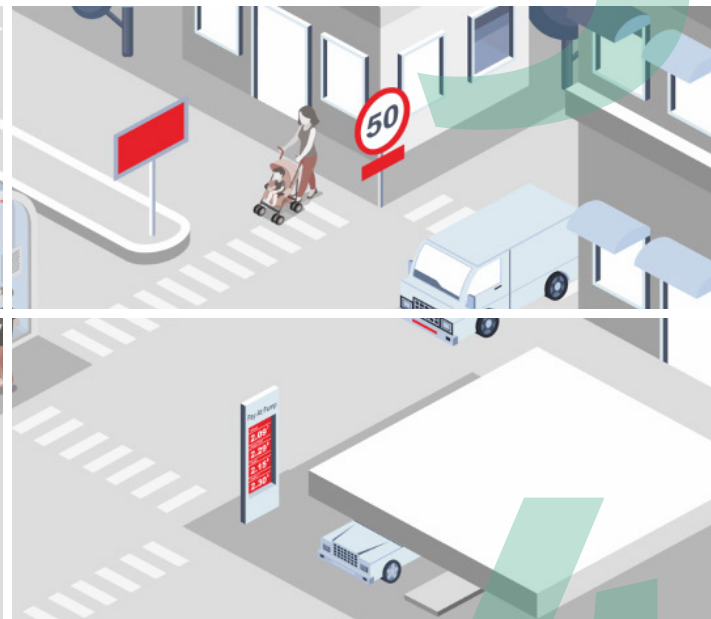
## 1 Passengers

- Real-time updates
- Community information
- Find offers from local businesses



## 2 Local Businesses

- Connect with customers locally when they're ready to buy



## 3 Transit agencies

- Improve operational efficiencies & passenger experience

## 4 Municipalities

- Reduce infrastructure costs
- Connect communities of all socioeconomic levels
- Be sustainable

# SMART SIGNAGE HAS ARRIVED



Actual E Ink digital paper sign located in Everett, MA

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Contact E Ink to Learn More | [eink.com/transportation](http://eink.com/transportation)



# Real-time updates that look like paper. Powered by the sun.

What if there was a way to give public transit riders real-time updates, without the expense of digging for poles or having to connect to the electrical grid? What if the signs could show ads for local businesses, providing revenue for your

municipality? What if the signs used a tiny fraction of the energy required to run other digital signs? What if they had the comfortable look of paper, easy to read even in bright sunlight?

Today E Ink is turning “what if?” into reality. E Ink screens made with digital paper — the same proven

technology used in eReaders like the Kindle — is now in a wide range of smart, connected signage for transportation.

## Smart transportation signage made with E Ink is:

- Low cost to install.** Requires no digging or grid connections.
- Affordable.** With an ad-supported model, signage can help pay for itself.
- Connected.** Provides up-to-the-minute updates.
- Sustainable.** Can be 100% solar powered. Ultra-low energy use, with zero energy required to show a static image.\*
- Readable.** Easy to read from any angle, even in bright sun. Yet the signs don't emit light, so there's no light pollution.
- Weather and temperature-proof.** Years of flawless operation in environments as different as Denmark and Kuwait.
- Resistant to vandalism.** Can stand up to everything from baseball bats to spray paint and lighters.
- Available to all.** Many people in lower-income neighborhoods don't have smart phones, but with E Ink signs everyone has instant access to the information they need.

E Ink signage can be interactive, connecting passengers not only to accurate arrival times but also to information on community events, or to ads sponsored by local businesses. If a train is delayed, you can turn a negative into a positive by letting passengers know they have time to take advantage of a coupon offer from a nearby restaurant.

Or learn more about job listings from companies in the area. It's good for business. And a smart way for municipalities to offset the cost of deploying the signs.



\* Power is required only for connectivity, screen front-lighting (if available) and for updating the screen images.