

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

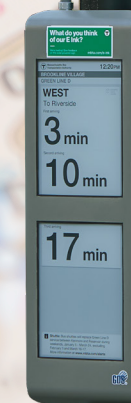


3 Transit agencies

- 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

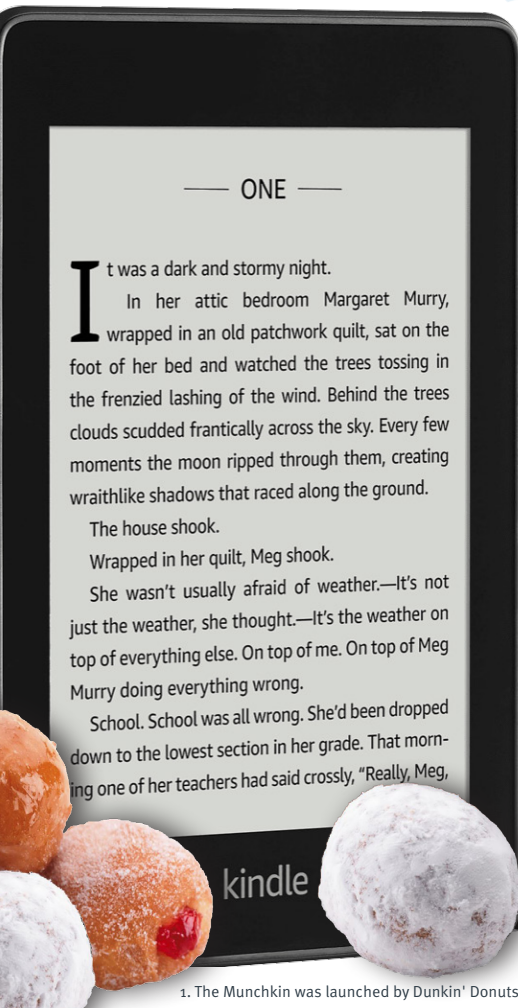


**PAHK
YA CAH,
TAKE THE
T, AND
CHECK
OUT
THESE
WICKED
SMAHT
SIGNS.**

E Ink. The Coolest thing to come out of Bawstin since the Munchkin®¹

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.

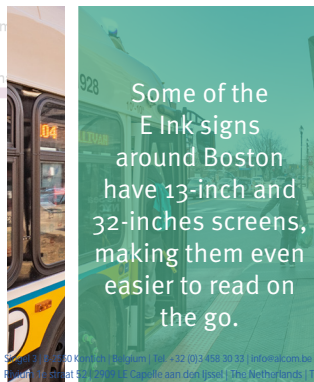


This is wicked hahd-cawr.

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.

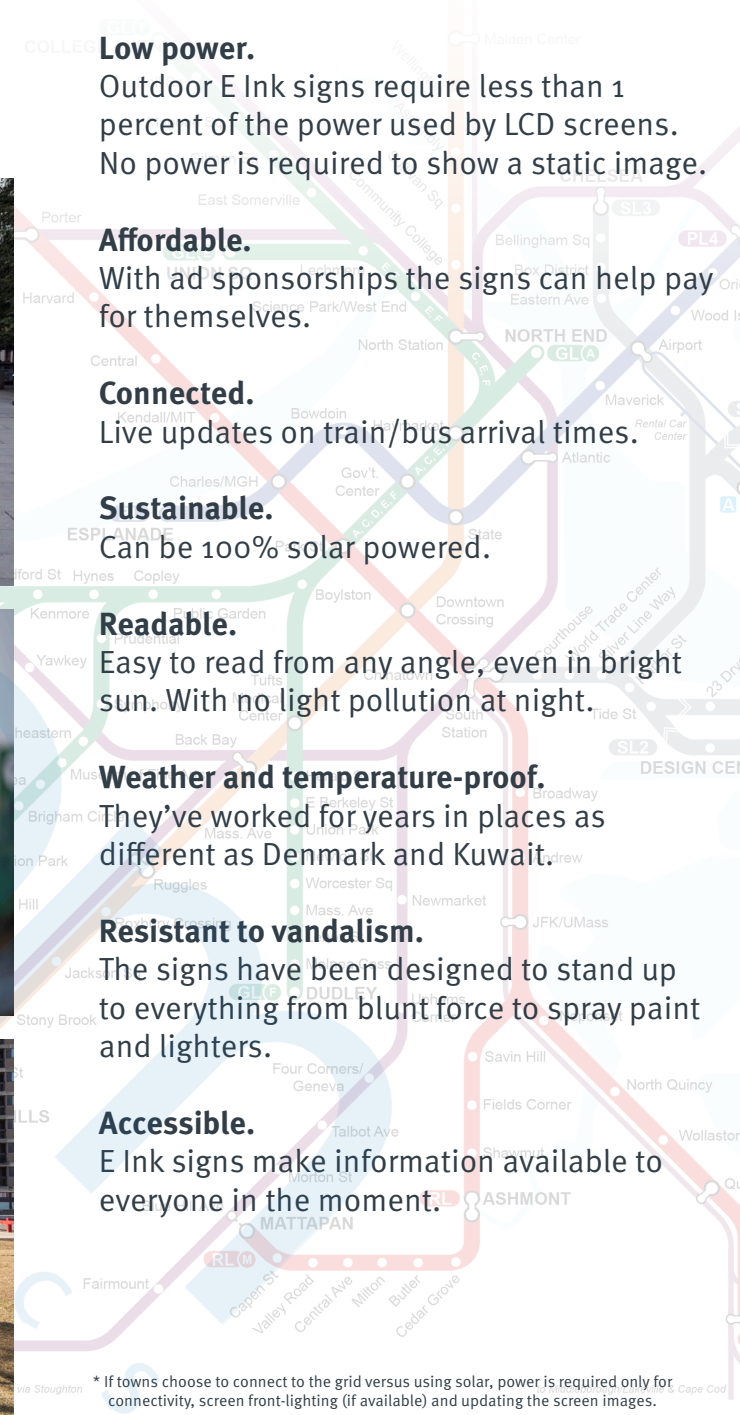
They've worked for years in places as different as Denmark and Kuwait.

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

