Good for everybody in town.

Passengers

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

Local Businesses

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





Transit agencies

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

Municipalities

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







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

to guess

ride will

or when

the next

event is

community

happening.

✓ Alcom

arrive

when our

never have

so we

ONE -

t was a dark and stormy night.
In her attic bedroom Margaret Murry,

wrapped in an old patchwork quilt, sat on the foot of her bed and watched the trees tossing in the frenzied lashing of the wind. Behind the trees clouds scudded frantically across the sky. Every few moments the moon ripped through them, creating wraithlike shadows that raced along the ground.

The house shook.

Wrapped in her quilt, Meg shook.

She wasn't usually afraid of weather.—It's not just the weather, she thought.—It's the weather on top of everything else. On top of me. On top of Meg Murry doing everything wrong.

School. School was all wrong. She'd been dropped down to the lowest section in her grade. That morning one of her teachers had said crossly, "Really, Meg,

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 Massachusettsbased start-up.





Whether we're headed to Nawth Station or Haymahket, we can know when our bus or train is going to arrive.

Some of the E lnk signs around Boston have 13-inch and 32-inches 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.

kindle

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