

PRESS RELEASE



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SOOFA RELEASES NEW FEATURE TO GIVE CITY LANDOWNERS MORE CONTROL OVER INFORMATION DELIVERED TO THE RIGHT-OF-WAY

Solar-powered digital kiosk adds new functionality that provides cities and municipalities with enhanced customization of hyperlocal content.

CAMBRIDGE, MA, March 21, 2023 — Soofa, the leading supplier of solar-powered digital kiosks used as both an out-of-home (OOH) advertising platform and smart city communication tool, today released a new “My Widgets” feature, giving city landowners more control over critical information they deliver to their constituents.

Soofa’s city partners currently choose from a collection of widgets to deliver vital community information such as news and events, transit updates, social media feeds, weather forecasts, and more. The new “My Widgets” feature provides control over the functionality of these individual applets and the information they deliver, including live-updating previews while they edit.

“The Soofa team continues to deliver innovative functionality that provides our municipal partners with the tools they need to bring timely updates to the right-of-way,” said Kiel Hauck, Director of Marketing at Soofa. “Promoting sustainable technology through our 100% zero carbon digital kiosks is only part of Soofa’s mission - we also regularly roll out new, cutting-edge features, all powered by the sun.”

The first “My Widgets” release includes the ability to live-edit five widgets: Polls, Poster, Facebook, Twitter, and Events. Functionality for News and Transit widgets will follow, along with future widgets that deliver information about current air quality, business listings, and more.

“Our new ‘My Widgets’ feature gives our city landowners more customization options than ever before” says Jacques de Kock, Soofa’s Director of Engineering. “Soofa Signs were developed to be the ultimate smart city communication tool, and with each new release, we’re pushing the boundaries of solar-powered technology to help our municipal partners be as agile as possible in delivering community information.”

In 2022, Soofa's eight-foot tall solar-powered digital kiosks were used in a variety of ways by both cities and brands to reach audiences in 57 cities across the US. Notably, during the height of Hurricane Ian's path of destruction through Central Florida, Soofa Signs delivered key information to residents in support of first responders and key civic leaders in four cities impacted by the disaster. The addition of "My Widgets" is another important step in providing a customizable, user-friendly experience for city leaders to serve their communities.

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Soofa is the ultimate outdoor advertising and smart city communication platform. We market our innovative solar-powered digital kiosks to cities and advertisers. Soofa is MIT- and women-founded, and committed to diversity and inclusion in a tech work environment. Overall, Soofa is pursuing a mission to make every city smart, social, and sustainable.

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