

# HOW E INK STAYS ON WHEN THE POWER ISN'T.

# DIGITAL SIGNAGE THAT KEEPS WORKING IN AN EMERGENCY.

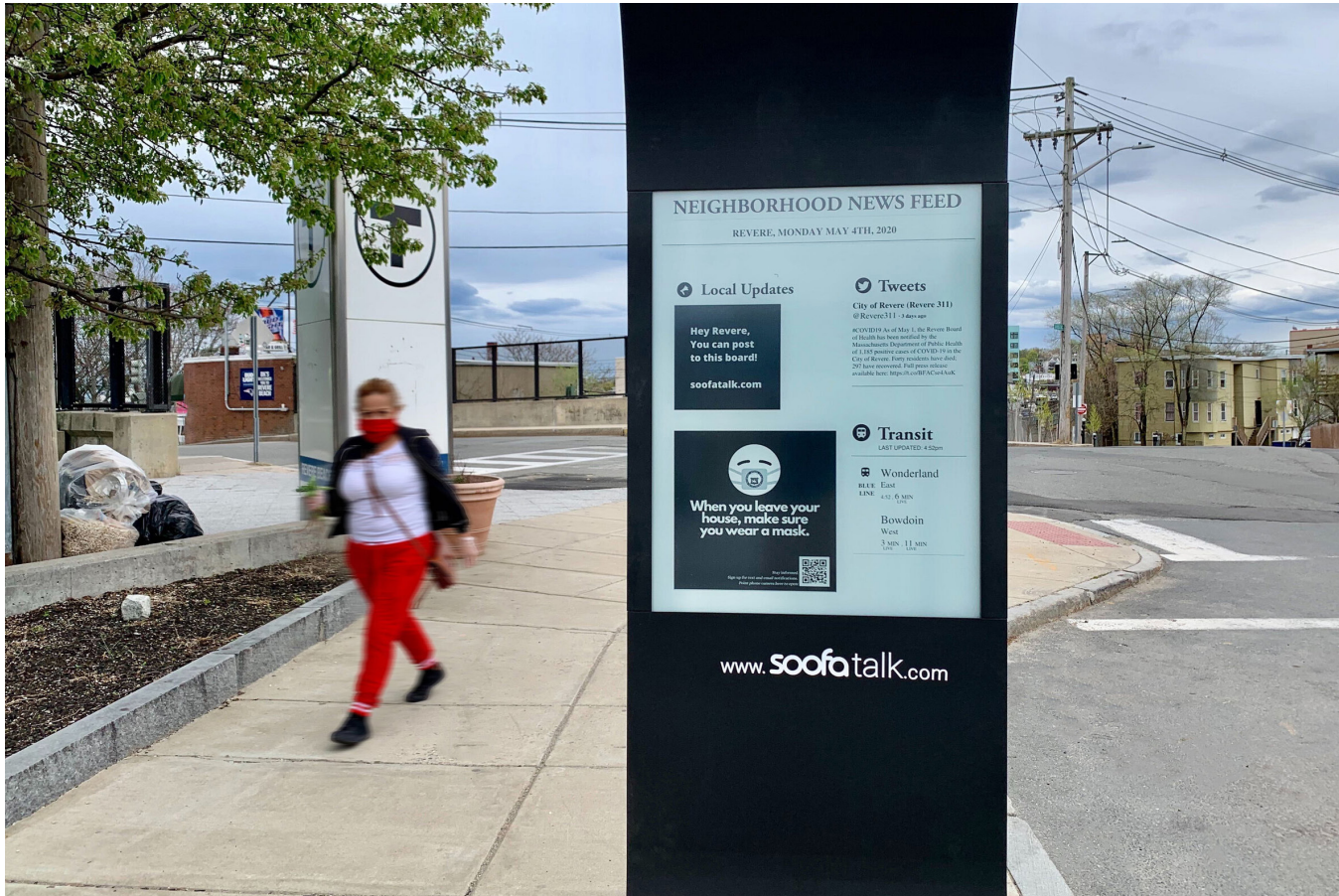


Photo courtesy of Soofa

E Ink signs will continue to display an emergency message even during prolonged power outages. What makes it possible is digital paper technology. Small particles within a thin film respond to electrical charges to form letters and graphics. Once those images are in place, they'll stay there until a new charge refreshes the screen — just as ink stays on a printed page until you turn it. Zero power is needed to display a static image.

Here's what this means: If the power is knocked out, whatever image is on screen will stay there indefinitely. Citizens can still see critical messages such as evacuation routes during outages that may last for days or weeks.

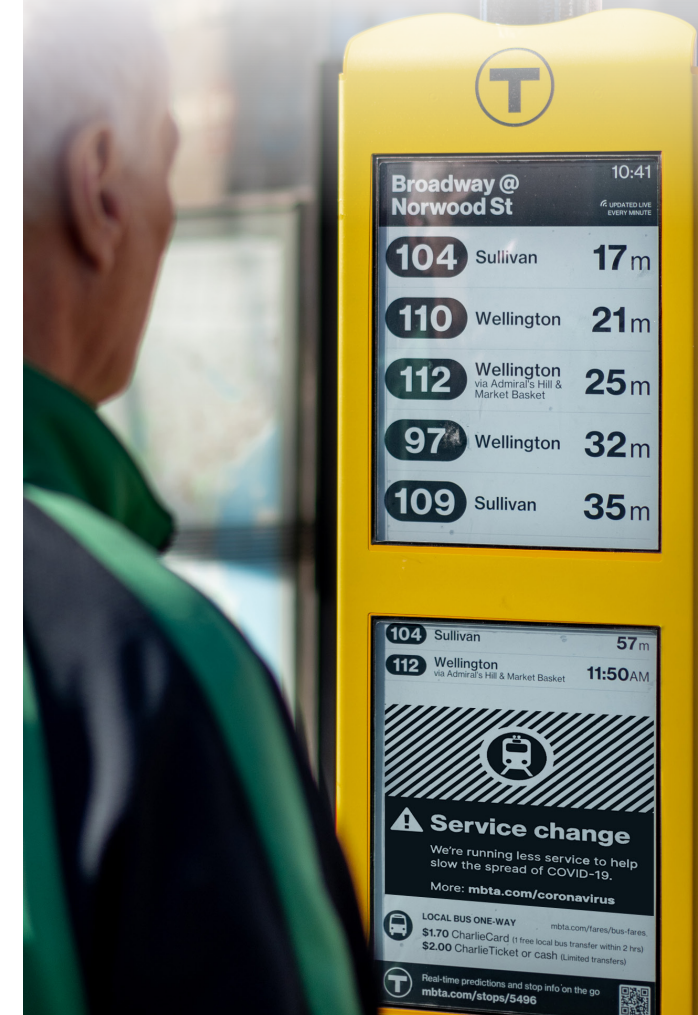


Photo courtesy of GDS and Fleetwatch

# DEDICATED BY DESIGN.

During times of emergency, people on the front lines—from nurses to bus drivers and city managers—keep working to provide essential services and protect public safety. Now there's a type of sign technology with the same dedicated work ethic: digital paper from E Ink.

Widely known as the screen in eReaders like the Kindle, E Ink screens are being used around the world for emergency management signage. The signs keep working 24/7 to display a message even without power. And go anywhere they're needed, independent of the grid or wall outlets.



# OUTDOOR. INDOOR. EVERYWHERE SAFETY MATTERS.

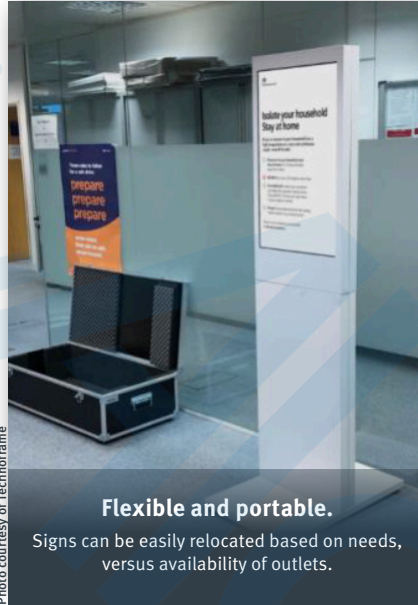


Photo courtesy of Technoframe

**Flexible and portable.**  
Signs can be easily relocated based on needs, versus availability of outlets.



Photo courtesy of GDS and Fleetwatch

**Wi-Fi connected for instant PSAs.**  
City managers can broadcast public service announcements, or real-time transit updates.



Photo courtesy of Soofa

**Sunlight readable**  
E Ink displays are easy to read even in bright sunlight, just like paper.

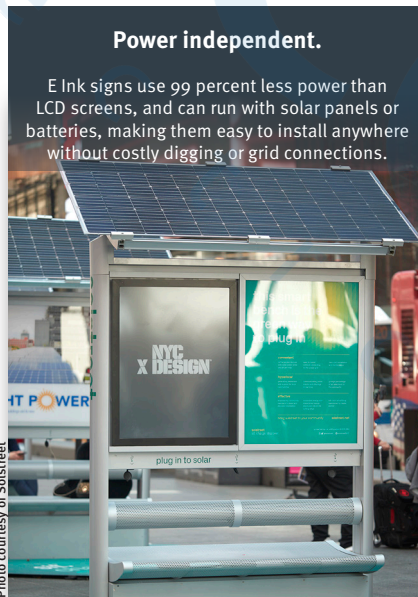


Photo courtesy of Spolstreet

**Power independent.**  
E Ink signs use 99 percent less power than LCD screens, and can run with solar panels or batteries, making them easy to install anywhere without costly digging or grid connections.

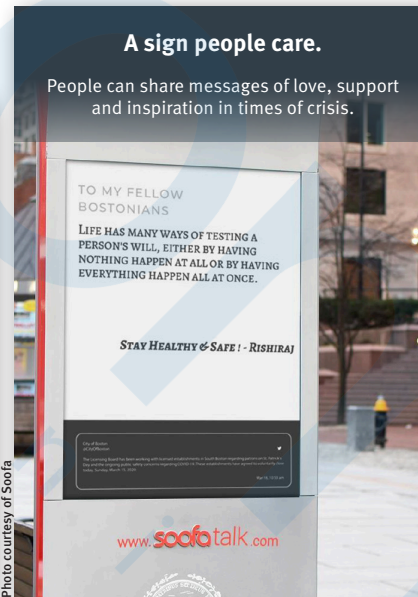


Photo courtesy of Soofa

**A sign people care.**  
People can share messages of love, support and inspiration in times of crisis.

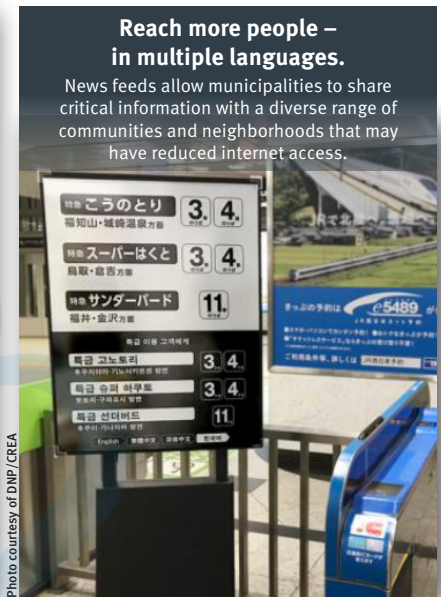


Photo courtesy of DNP / CREA

**Reach more people – in multiple languages.**  
News feeds allow municipalities to share critical information with a diverse range of communities and neighborhoods that may have reduced internet access.