

SPECTRALBLUE

P E R V A S I V E T E C H N O L O G I E S

Environmental Early-Warning Network[®]

When your City takes care of You

What

It is a wide area system (metropolitan, regional) that issues real time warning information to citizens or specific groups of citizens, of particular environmental (or others) conditions.

In this case the application is tuned for UV-Solar Radiation.

Warnings depend on their distribution media and are issued in an appropriate context.

Target population profile can be defined as an opt-in service or identified by local government departments (health, education and so on).

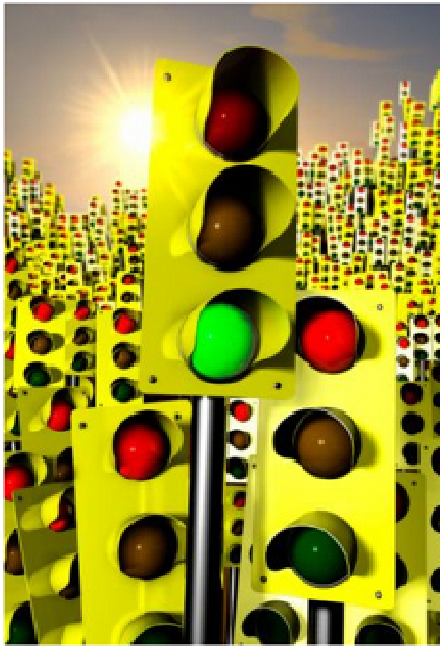


Whom

To the citizen, to people of special groups of risk that want to be aware of their potential risk of exposure to UV radiation, for you and for your kids, for citizens that due to their professional activity are naturally exposed to sun radiation, most of the time unaware of risks that cumulatively will contribute to skin damage and diseases like skin cancer.

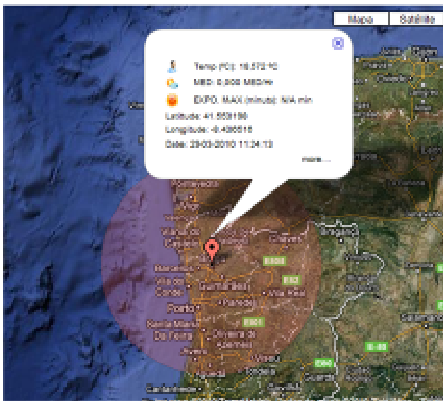


How



Using different interfaces and approaches (public, private, wired, wireless, mobile, fixed, etc) to fit the most appropriate situation, citizens get from the infrastructure objective information that can help them towards a better decision taking that, ultimately, can be health friendly.

UV radiation early-warning is a public health issue and can save lives in the mid/long term.



Why

Because behaviour can be changed based on exact information.

Because cancer and UV related skin diseases can be reduced, namely malign Melanoma.

Because there is a real contribution to welfare and population life quality.

Because it is a prestigious service for the cities of the Future.

Because it reduces healthcare costs in the mid term.

Because it is a very good primary prevention tool



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