

HOW CAN WE MAKE PEOPLE
AWARE OF AIR POLLUTION?

**AND HOW TO
REDUCE YOUR**

BILLY

THE SMART INTERACTIVE BILLBOARD

**THAT WILL
IMPROVE
YOUR LIFE**

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MULTI PURPOSE URBAN SENSING EQUIPMENT

Poor air quality has a negative impact on our quality of life. It causes many health issues, such as breathing and cardiovascular problems. This problem is even more important in urban areas where the air quality is usually worse as a result of people's way of living, heating and using cars a lot.

Nowadays people care more about their own health in order to protect themselves and the people around them. But most of them don't know how to prevent breathing problems.

Meet Billy, the smart billboard that measures and shows pollution & gives advice on how to reduce your footprint

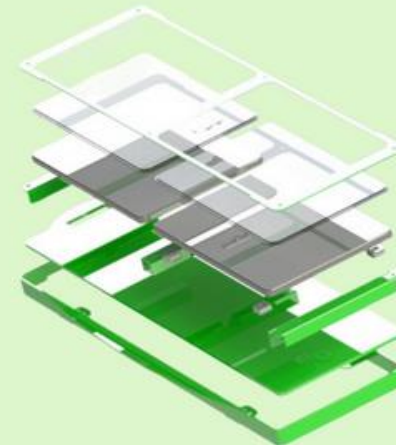


Map showing pollution in different areas of the city

5 ways to reduce your carbon FOOTPRINT

- 1 only buy what you need
Get rid of unnecessary items that take up too much space
- 2 eat less meat and dairy
60% of the world's footprint is from animal products
- 3 eat less processed food
the more processed a food is, the bigger its footprint
- 4 buy local and in season
shorter travel time reduces fuel and storage use
- 5 grow your own food
the shortest distance to food, no transport, no packaging

Advice on how to reduce your footprint



- Assembled with sustainable materials that are recyclable
- Powered by solar panels
- Easy assembling / disassembling for reuse and recycling