

HOW CAN WE MAKE PEOPLE
AWARE OF AIR POLLUTION?

**AND HOW TO
REDUCE YOUR**

B L L Y

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 peoples way of living, heating and using cars a lot.

Nowadays people started to care about the breathing health in order to protect themselves and people around them. But most of them don't know how to prevent this from happening.

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

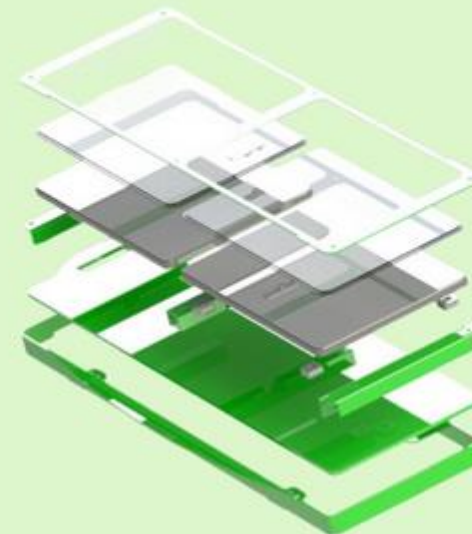


Map showing pollution in different areas of the city

5 ways to reduce your carbon FOOTPRINT

- 1** only buy what you need
(get rid of everything you buy each day to avoid)
- 2** eat less meat and dairy
(only 1% of the world's population is vegetarian)
- 3** eat less processed food
(the more processed a food is, the bigger its footprint)
- 4** buy local and in season
(local food has a smaller footprint and tastes better)
- 5** grow your own food
(the ultimate in local, seasonal, sustainable food)

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