

FREQUENTLY ASKED QUESTIONS



- What is blue?

blue, is the first product in Asia designed to help people effectively manage their personal exposure to indoor and outdoor air pollution. Users will be informed and can act to reduce their exposure to those environmental factors that have a negative impact on their health.

- What does blue measure?

In its first model, blue measures PM_{2.5} (fine particulate matter), VOC (volatile organic compounds), temperature and humidity.

- What differentiates blue from its competitors?

blue is innovative and unmatched by others currently in the market. Features such as its PM_{2.5} readability and accuracy, high quality and comparability to Government readings, portability characteristics, data sharing accessibility, actionable advice and connectivity to home devices all combined in one product are unique. In fact, Meo has filed for patent protection over this unique device and air quality monitoring solution.

- What is the innovation presented by blue?

blue is an innovative proposal that combines top notch hardware, coupled with refined software to become your personal guide to better air quality. blue, designed by Philippe Nigro (Awarded French Designer) monitors real-time geo-localized personal exposure to air pollutants such as PM_{2.5} (Ultra-fine Particulate Matter) ¹, VOC (Volatile Organic Compounds) ² and other

¹ **Particulate Matter (PM)** is a mix of organic and inorganic particles suspended in the air, which are not filtered by the natural defence mechanisms of the respiratory system. Therefore, PM are able to penetrate deep into the lungs, and reach the bloodstream, creating damage, especially after long exposure.

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environmental parameters. The user can see the personal air quality information on both the App and the Website, displayed in a user-friendly format. The App also provides personalized advice and instant notifications on actionable measures to reduce exposure to harmful air. The Website provides access to a live-map showing averaged regional data and summarized historical data which can further help the users take health-conscious decisions about their outdoor plans. Finally, subject to users' preferences, blue can ultimately connect to selected air purifiers, air conditioning or dehumidifiers to optimize their use, to save energy and maximize the life of filters in these products.

- When will consumers be able to buy blue?

Pre-sales of blue will start in September 2016 with the product available in the market from November 2016.

- Why would someone need blue?

Air pollution concerns us all, because we are constantly breathing it outdoors and indoors, inhaling an average of 20,000 litres of air daily. Asthma, hayfever (allergic rhinitis), sinus infections (sinusitis), headaches, fatigue, nausea, depression, skin disease (dermatitis) and nasal congestion are all common ailments resulting from exposure to air pollution. These mild effects cause routine school and work absenteeism, but more severe effects increase hospital admissions from chronic and acute respiratory and cardiovascular

² **Volatile Organic Compounds (VOC)** results from vehicles and industry contributes to the formation of ozone and smog outdoors. However, VOC are also present indoor from household products like cleaning agents, paint, formaldehyde, furniture, carpets and many others. There is no safe level of VOC, and they should be kept low to limit allergies and other health effects.

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conditions like coronary heart disease. According to WHO³, air pollution causes more than 7 million deaths per year from COPD⁴, coronary heart disease and strokes, of which outdoor air pollution is responsible for 3.7 million premature deaths⁵ and indoor air pollution is responsible for 3.3 million premature deaths⁶. Children; whose respiratory systems are still in formation, as well as pregnant women and the elderly; due to their fragility and possible pre-existing conditions, are particularly susceptible to poor air quality.

Air pollution comes from **multiple sources** and as such requires action on many fronts including governments, industries, businesses and individuals. `blue` is a guide for its users to manage their personal daily routines and ensure reduced exposure to pollutants. The first step in achieving this, is accessing real-time geo-localized data on air quality measurements in our daily life and routine. Once we know this, we can decide on the best protective and preventive steps to take to minimise its impact, such as avoiding a particular area on the commute to work or knowing what time of the day is best to do daily exercise. `blue` is your guide in this process.

- Who can benefit from `blue` ?

`blue` is designed with many users in mind - the health-conscious individual, parents of young children, individuals of any age concerned about their wellbeing and those who are already afflicted by chronic conditions that may be aggravated by increased exposure to air pollution.

³ WHO www.who.int/mediacentre/factsheets/fs313/en

⁴ **Chronic Obstructive Pulmonary Disease**

⁵ WHO www.who.int/mediacentre/factsheets/fs313/en

⁶ WHO www.who.int/mediacentre/factsheets/fs313/en

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blue is addressed to all those individuals who want to enjoy their lifestyle and at the same time want to minimize the inherent risk of living in cities or areas affected by air pollution.

blue can help immensely young parents, health-conscious individuals and those suffering from respiratory chronic conditions by advising them on solutions to their possible and current air quality threats.

- Where is blue from?

blue is launched by Meo, a Hong Kong incorporated company with a multi-cultural team. The majority of the team is based in Asia coming from France, Switzerland, China, South America and New Zealand. blue has a French design and is part of the Hong Kong chapter of the FrenchTech.

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