



meo enters the air monitors market with blue (The personal and portable air quality guide)

blue is the first indoor and outdoor device in Asia that monitors air quality and provides actionable advice to help its users reduce their exposure to air pollution.

Showcasing at CES Asia- Shanghai, 11-13 May, Booth N4 4133

HONG KONG/ May 10, 2016- meo is now introducing blue, designed to help people effectively manage their personal exposure to indoor and outdoor air pollution. blue monitors real-time geo-localized personal exposure to air pollutants such as PM_{2.5} (Fine Particulate Matter)¹, VOC (Volatile Organic Compounds)² and other critical environmental parameters in an elegant casing, designed by a renowned French Designer. The user can see the personal air quality information on the device itself thanks to coloured indicator lights on the body but it is ideally used in conjunction with the App and Website, both displaying information in a user-friendly format. The App provides personalized advice through instant notifications with 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. Ultimately, blue will connect to selected air purifiers, air conditioning or dehumidifiers to optimize their use, save energy and optimize filter replacement.

“ blue is innovative and unmatched by others currently in the market. Features such as its PM_{2.5} accuracy and readability, comparability to official readings, portability characteristics, easy data sharing function, actionable advice and connectivity to home devices all combined in one product are unique”
said Sakétaram Soussilane, CEO of meo.

Pollution concerns us all

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 the primary cause for 3.7 million premature deaths⁵ and indoor air pollution - 3.3 million⁶. People with chronic respiratory diseases, children; whose respiratory systems are still in formation, as well as pregnant women and

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.

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.

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



the elderly; due to their fragility and possible pre-existing conditions, are particularly susceptible to poor air quality. These groups along with the physically active outdoor type will all benefit from blue.

“ Across the world, and particularly in Asia, pollution is soaring and communities are increasingly concerned about the effects on their health” said Maria L. Restrepo, CMO of meo. “We have created a product that helps users effectively manage their pollution exposure throughout the day”.

blue is designed with the individual in mind, to ensure each user has access to precise knowledge about exposure to pollutants throughout the day and make decisions accordingly. Nonetheless, this technology is also applicable to numerous businesses including hotels, hospitals, schools, shopping malls and offices for whom air quality is important for their users and potentially acts as a point of differentiation in attracting employees and potential customers.

meo is a Hong Kong company focusing on improving the health and wellbeing of society, by addressing the need to have more information about the environmental pollutants that have a big impact on our physical and mental wellbeing and providing instant actionable advice on how users can protect themselves.

If you would like more information on this topic, please contact:

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