



Forum 15 – Improving Air Quality By Using Big Data

Ohad Zadok, VP Products

April 2016



**5.5 M**

people die  
annually

**\$1.7 T**

for OECD  
annually

Health  
problems for  
**hundreds**  
of millions on  
a daily basis

**"No point  
Punching an enemy  
you can't see"  
(James Braddock)**



**Air Quality Data is scattered**

**Air Quality Data is Inaccessible & not Actionable**

**Air Quality Data is not Real Time neither at People's Location**



**Limited understanding who pollutes and who is affected**

Citizens know last

**High resources devoted to data analysis**

Long response time to air pollution events

**Inaccessible data**

Difficulties to incorporate air quality  
consideration in urban planning



## Our Mission

To help cities & businesses to improve the health and quality of life for billions of people worldwide, by providing the most accurate air quality data in a format as simple, intuitive & actionable as weather data.

More than 50 Million people worldwide  
Relying on BreezoMeter's air quality data on a  
daily basis.



# Some of our customers

 AccuWeather



 LIFEMAP  
SOLUTIONS

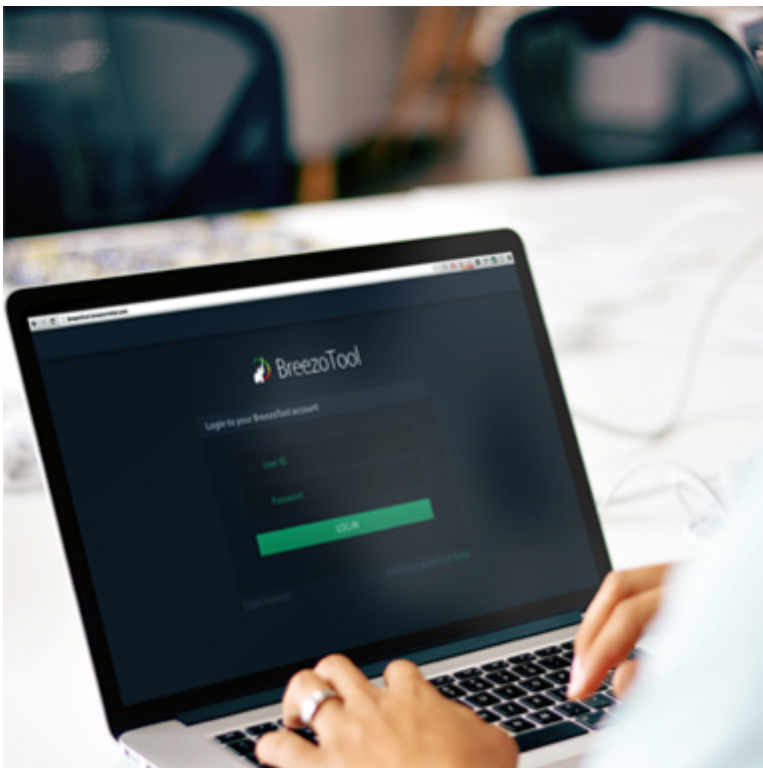
address  report

**dyson**



Acknowledgment





**Take Smarter Actions**



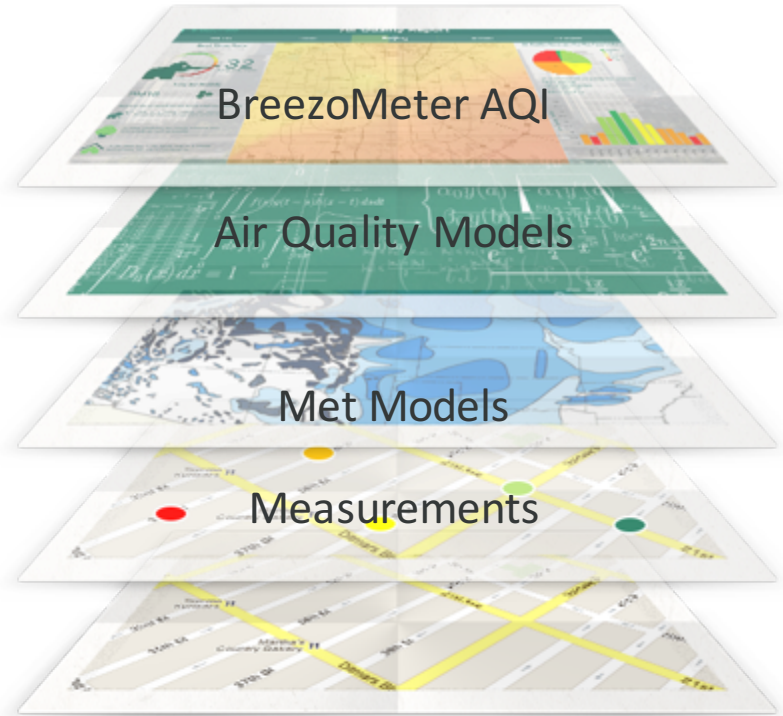
**Monitor & Evaluate Impact**



**Improve Urban Planning**

- utilizes big data infrastructure
- continuously gather air quality, weather and other datasets from thousands of sources in 28 countries.
- using proprietary dispersion algorithms that calculates air quality in 323,304,271 geographical data points every hour\*

\* In order to do so, BreezoMeter is making more than **2 billion complex calculations every hour.**





**Higher** understanding who is affected

Citizens know **faster**

**Reduce** resources devoted to data analysis

**Faster** response time to air pollution events

**Comprehensible** data

**Meaningful** information to incorporate air quality consideration in urban planning



## Main Features



Real Time Air Quality Levels



Air Quality Heat Map



Get Real Time alerts, find polluters



Health Recommendations



Historical Air Quality Data



Locate optimal location for new sensors (SMS)



Existing Sensors QA



Odor Tracking

# Big Data Analytics in Air Quality Enables Cities to:



Take Smarter Actions



Act fast  
Act informed



Improve citizens  
health Improve  
quality of life



# Take Control Of Your City's Air Quality

Ohad Zadok, [ohadz@breezometer.com](mailto:ohadz@breezometer.com)

[www.breezometer.com](http://www.breezometer.com)

