



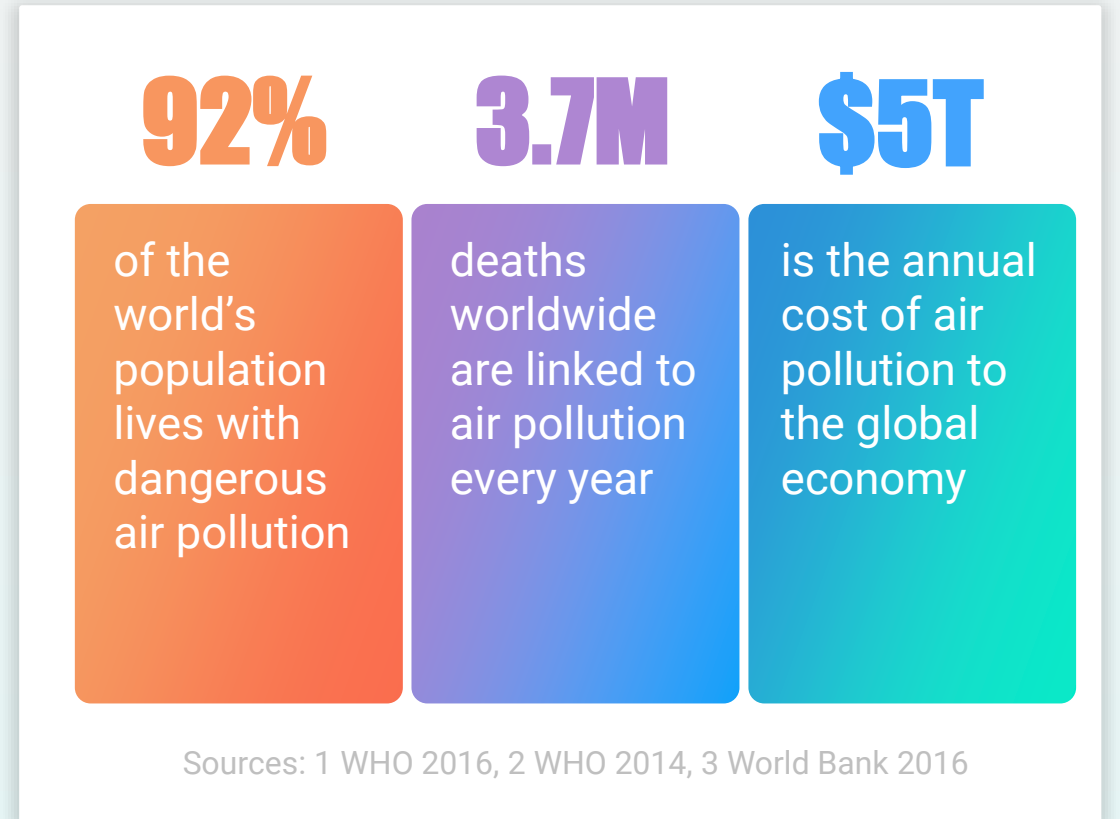
BreezoMeter

**The first real time
& location based
air quality data**



Air Pollution Has No Boundaries

It is the single biggest environmental health crisis we face

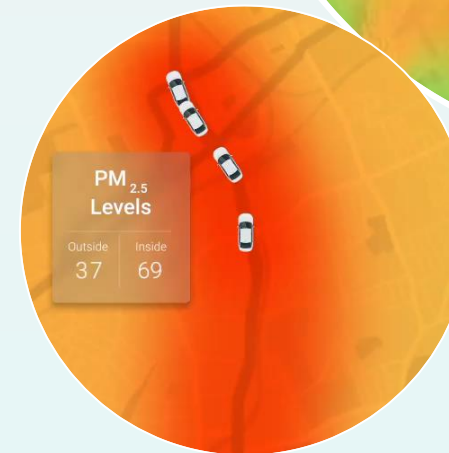


Our Mission

To improve the health and quality of life for billions of people worldwide.

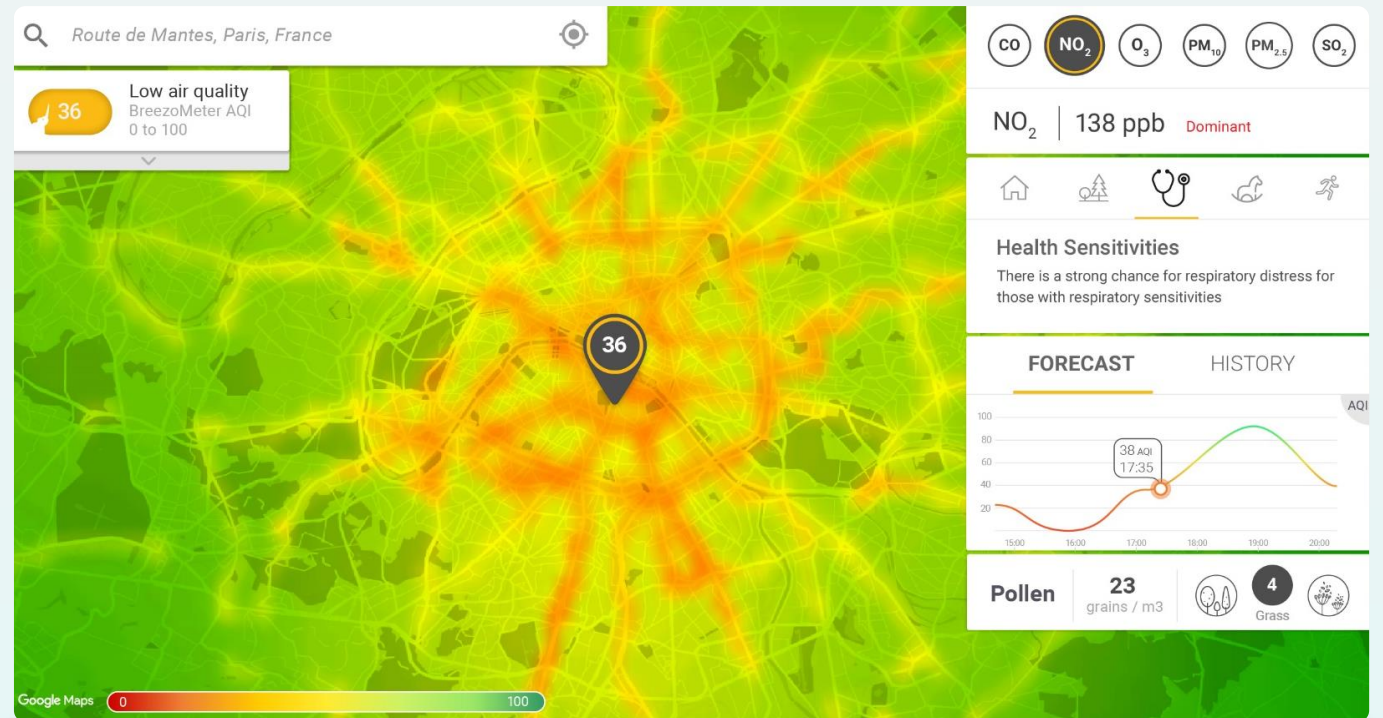
Our Solution

Providing cities, authorities and businesses with the most accurate environmental data, in a format as simple, intuitive and actionable as weather data.



Air Quality Data Reimagined

- Real - time
- Hyperlocal
- Global
- Intuitive



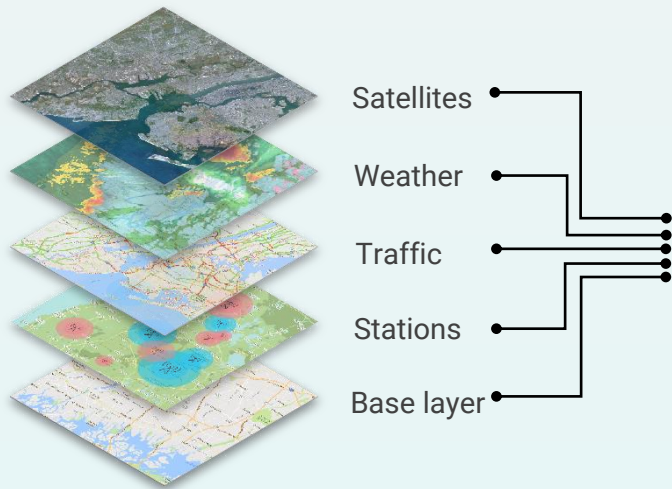
Why Air Quality (AQ) Accuracy Matters

- AQ changes several times a day
- AQ Can vary between one street to another
- AQ is impacted by multiple factors in parallel like: wind, traffic, landscape, etc.

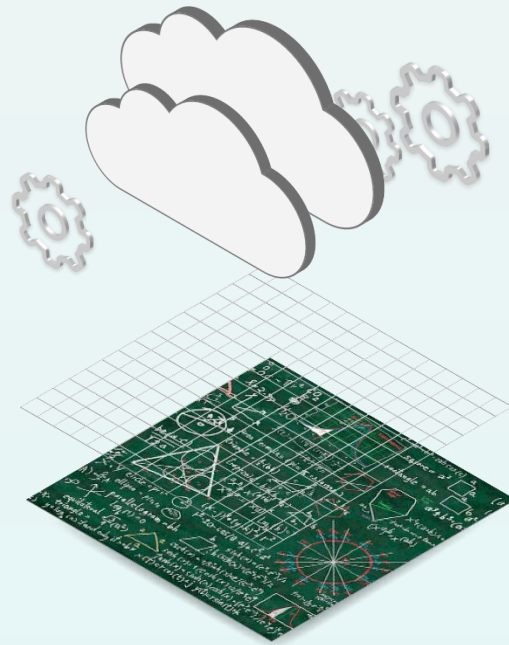


BreezoMeter's API

External data sources



Data Collection, Analysis & Output



Your Applications

- Air Quality API
- History API
- Forecast API
- Heatmap API
- Pollen API



Multiple data sources: Governmental sensors

Collecting data from 41,000
sensors worldwide

Using governmental sensors data alone would be
insufficient and inaccurate due to their limited
coverage.



Multiple data sources: Meteorological Data

- Meteorological data, such as temperature, humidity, wind speed and direction etc. impact air pollution dispersion.



Multiple data sources: Satellites

An ensemble of 7 different algorithms
which provide worldwide coverage at
low resolution



Multiple data sources: Fires / Sandstorms



Multiple data sources: Stationary Anthropogenic emission



Multiple data sources: Traffic Congestion

- The traffic data is fetched from actual cars every 12 minutes
- Localized machine learning techniques are used to calculate the impact of traffic on the air quality.



Data processing

Over 30 different algorithms that are used to generate over 1.6 TB consisting of:

- 420 Million grid points worldwide
- 17 different pollutants
- Totaling to ~7.1 Billion concentrations
- More than 50 local air quality indexes
- 20 different health categories



The BreezoMeter Difference

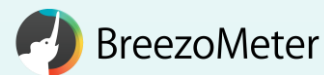
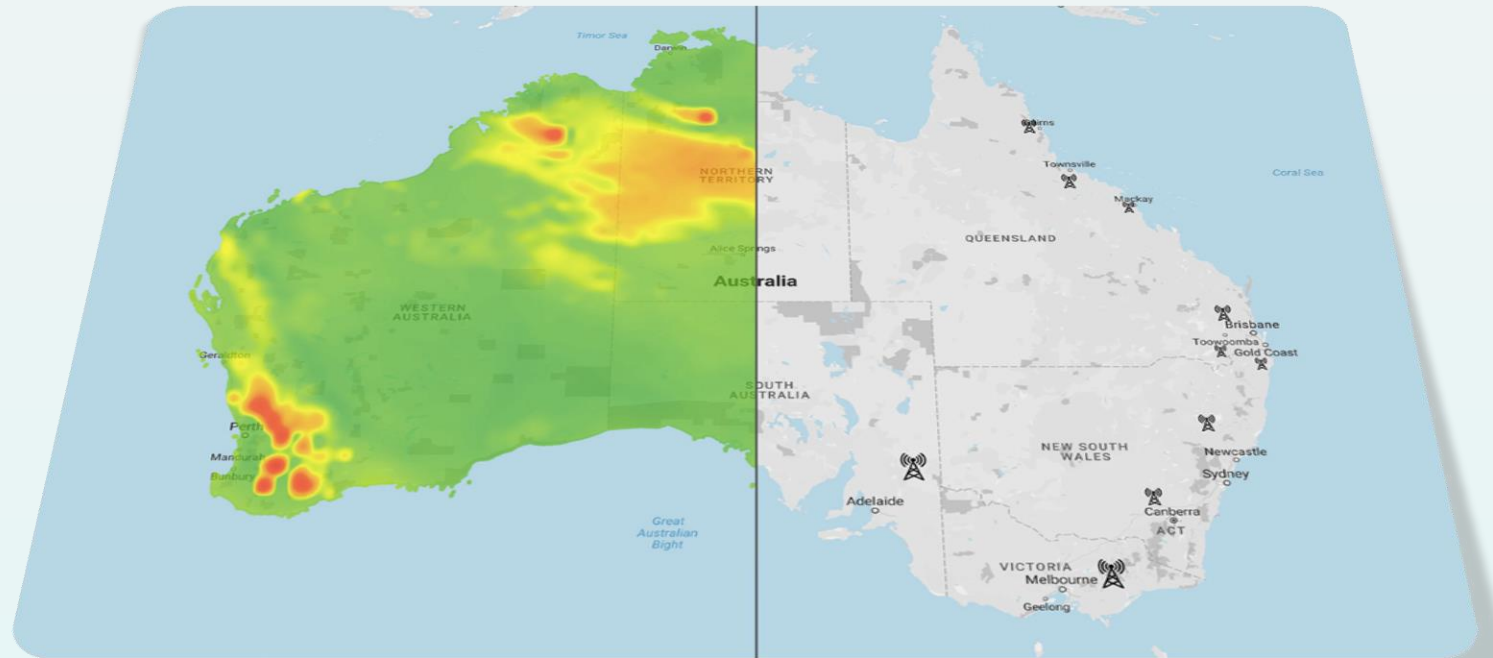
Australia 7,692,000 KM²

BreezoMeter:

30 million data points, dynamic real time hyper local AQI data.

All other solutions:

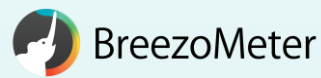
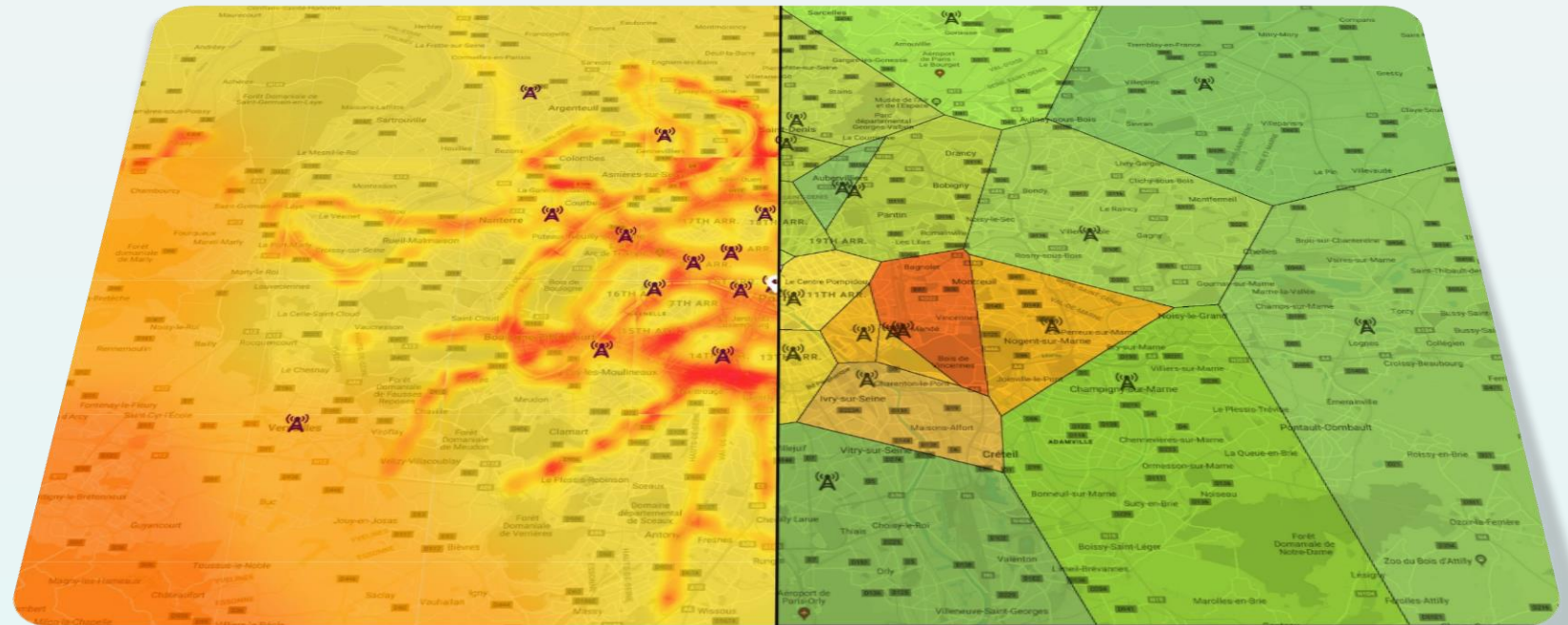
~21 data points, static data



Others

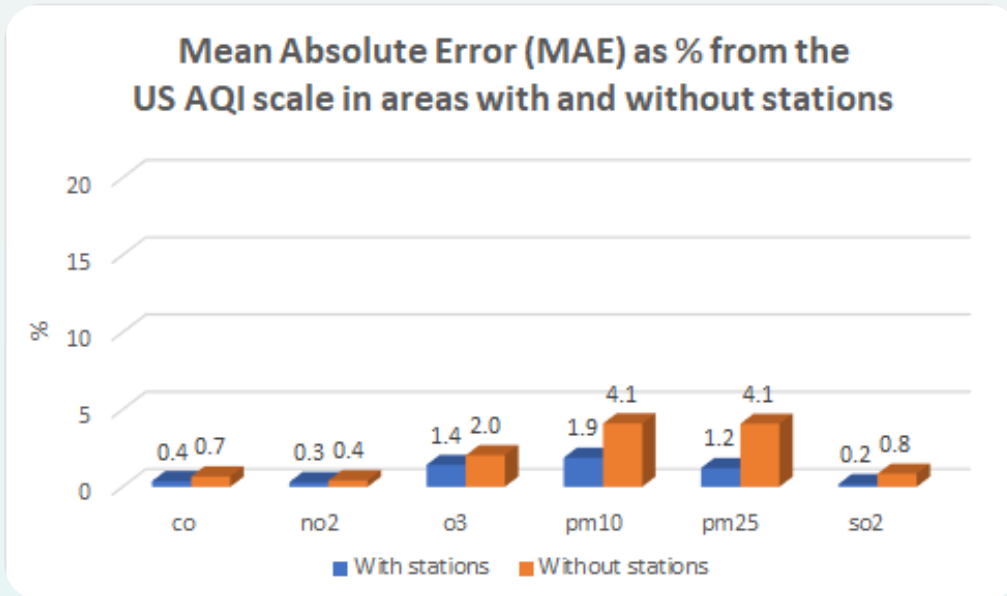
The BreezoMeter Difference

No algorithm
is the worst
algorithm



Others (best case)

Unmatched Accuracy



With stations:

All mean absolute errors are **under 2%**, and do not lead to changes in AQI category

Without stations:

All mean absolute errors are **under 5%**, and do not lead to changes in AQI category

Bottom line, the errors are negligible and have no impact on health recommendations

Results of 5000 random "leave-one-out" tests, done with data from June and July 2016. 100 hours of data were chosen randomly, and for each of them 50 monitoring stations were chosen randomly. For each of the time-station pairs we calculated our algorithm's result at the station coordinates (prediction), then compared the result with the measurement from the relevant hour (real).

Tests done with data from June and July 2016. All stations data were tested on data from every 3 hours. For each of the time-station pairs we calculated our algorithm's result at the station coordinates (prediction), then compared the result with the measurement from the relevant hour (real).



”

By using sophisticated algorithms to calculate air pollution, BreezoMeter has quickly established itself as the world leader in hyper-local air quality data.

”

BreezoMeter case study by Google June 2017

ROI for using our API

- Trigger to purchase, +45% devices sales
- Filters and peripherals sales increased
- Service renewals increased
- User engagement with apps/products increased Avg. 2.4 times after adding BreezoMeter's AQ Data
- Users spent more time on the app/product time varies dramatically between different products, anywhere from an additional 1.52 to 24 seconds
- >30% increase in click rate for advertising



ROI Stats

- **100% Retention** IoT Connected Devices
- **59%** increase in the sales
- **Service renewal** rate increased dramatically
- **Filters and peripherals sales**



Air Quality Engagement

- **2.4X** increase in user engagement
- **1.52 – 24 Seconds** additional time
- **>31%** click rate increase



Trusted by Global Brands

And millions of users around the world

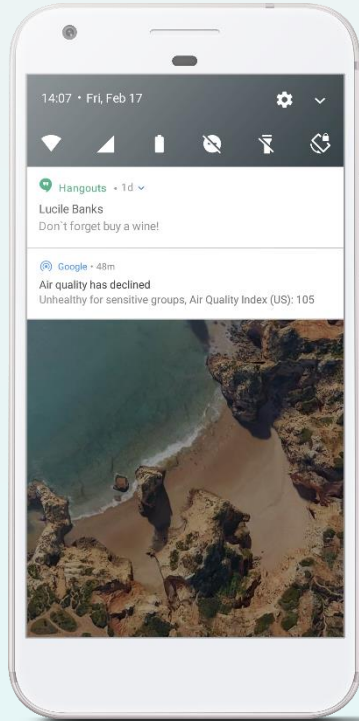


Case studies

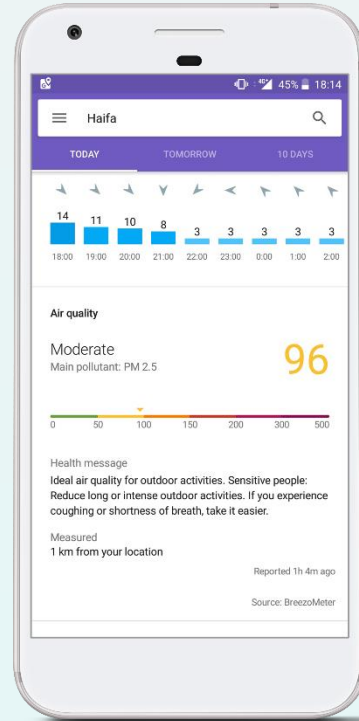


Provides real-time air quality Levels on Google Search, Google Now and Google Weather

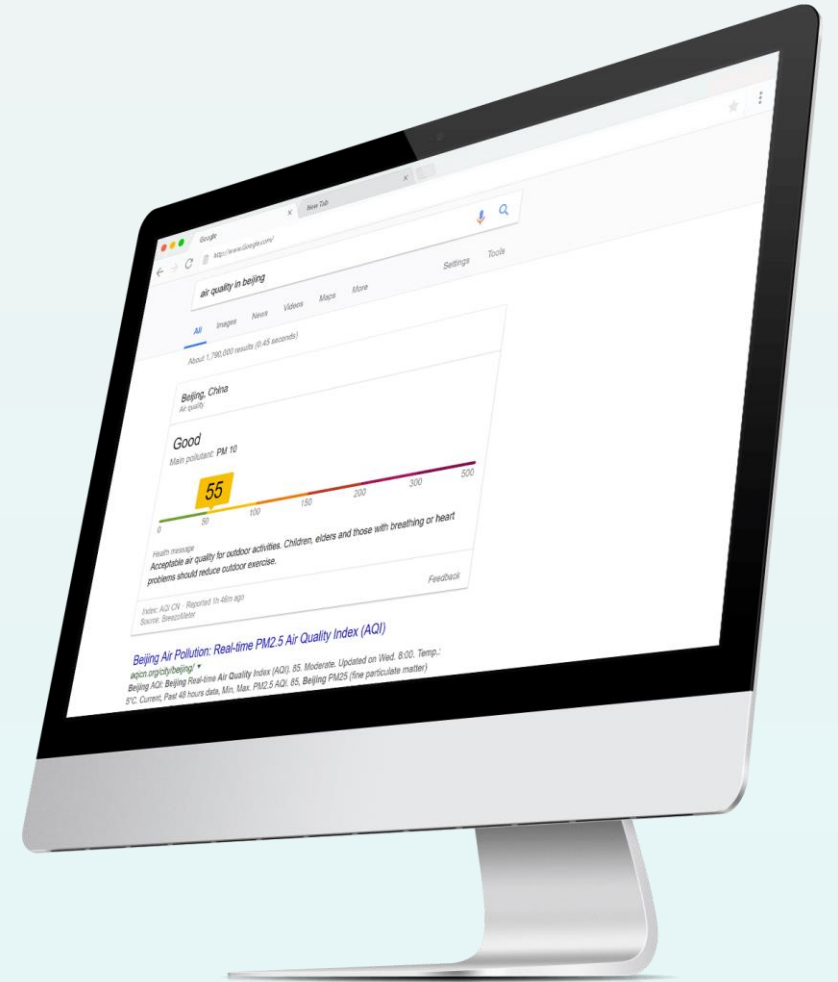
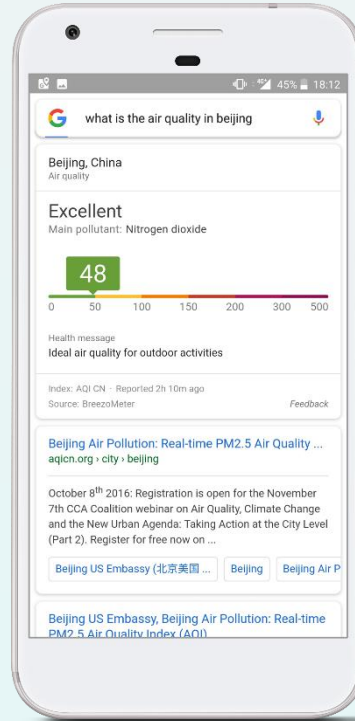
Notifications



Google weather

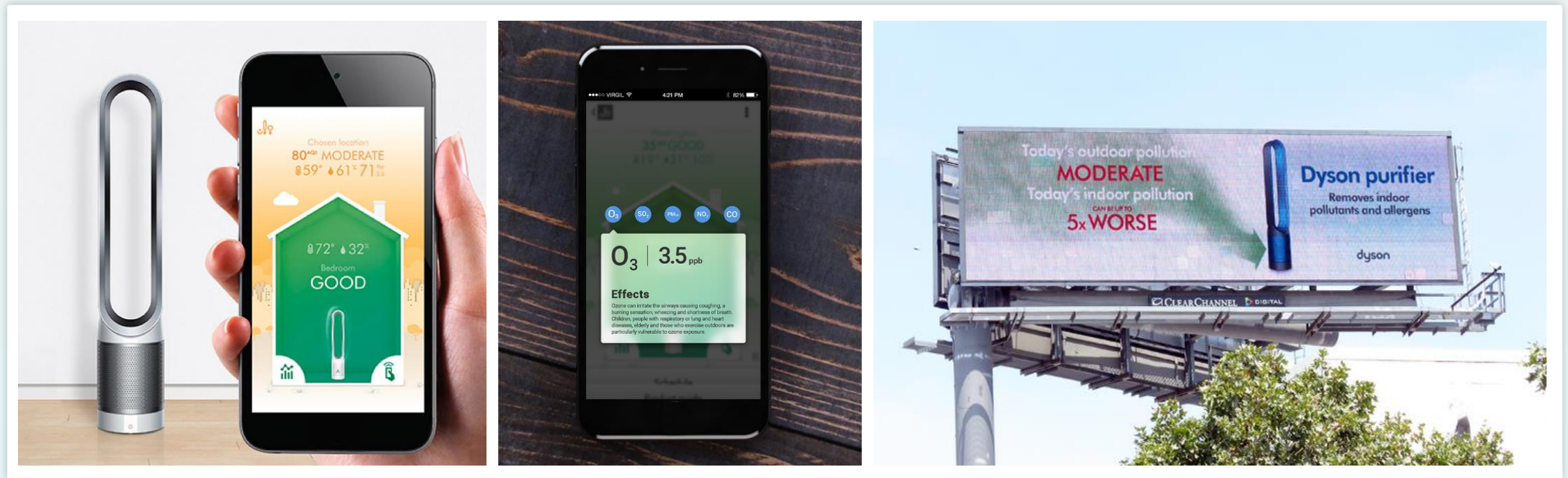


Chrome search



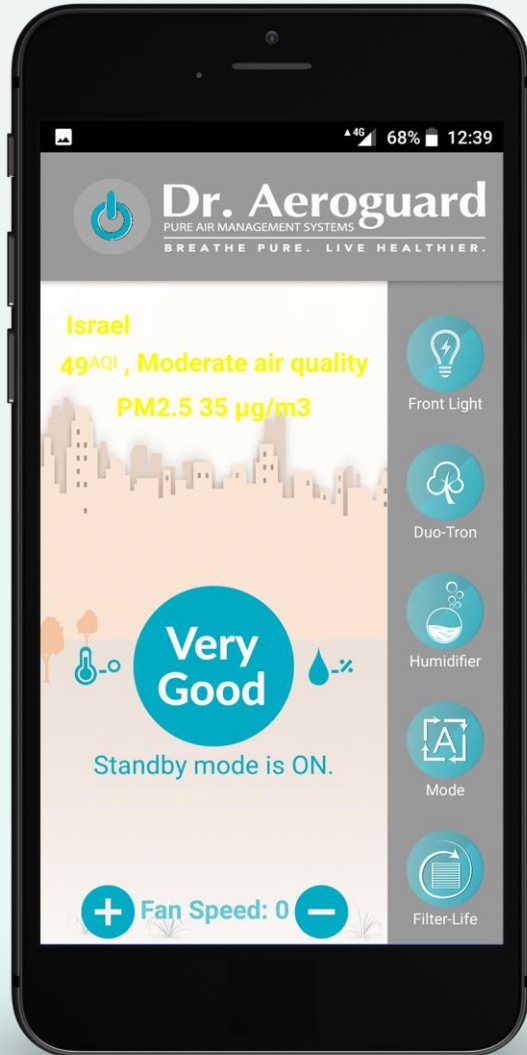
Case studies | dyson

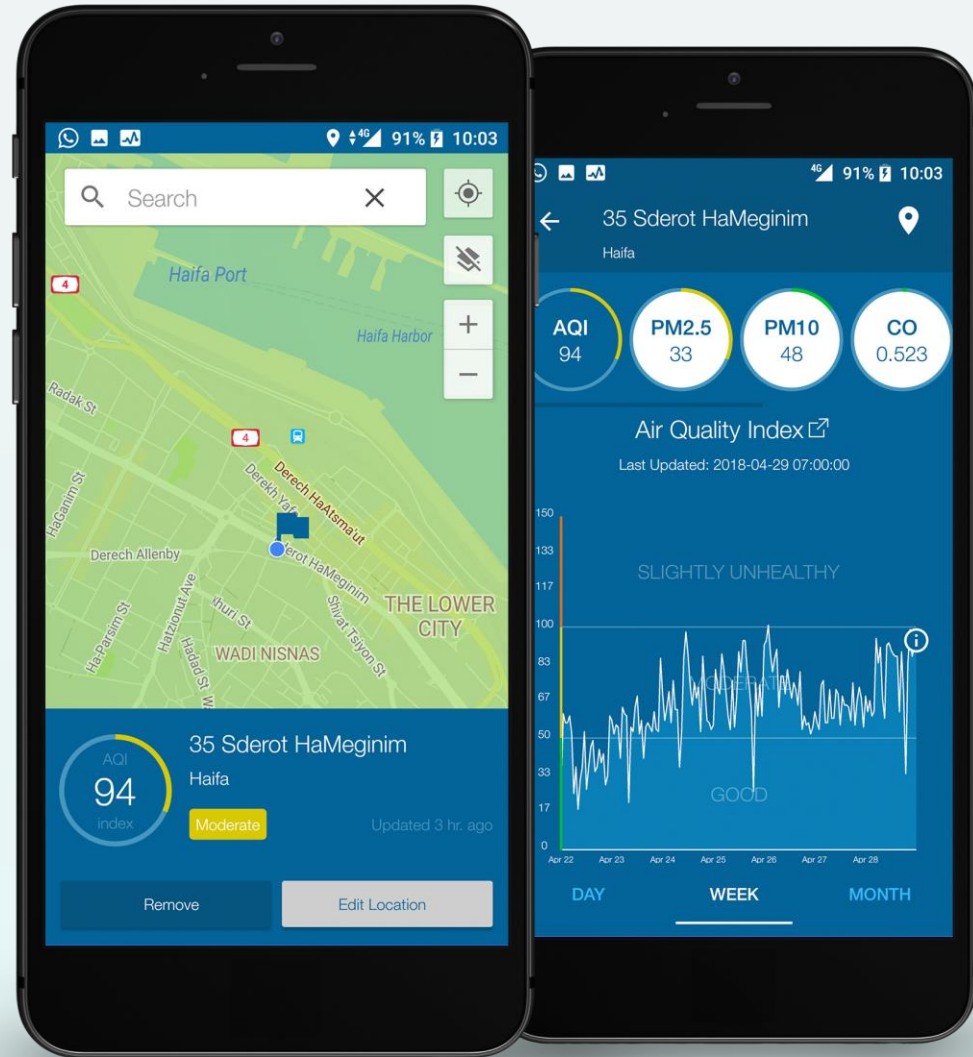
Provides real-time air quality levels, comparing outdoors and indoors



Air quality and pollen-combined

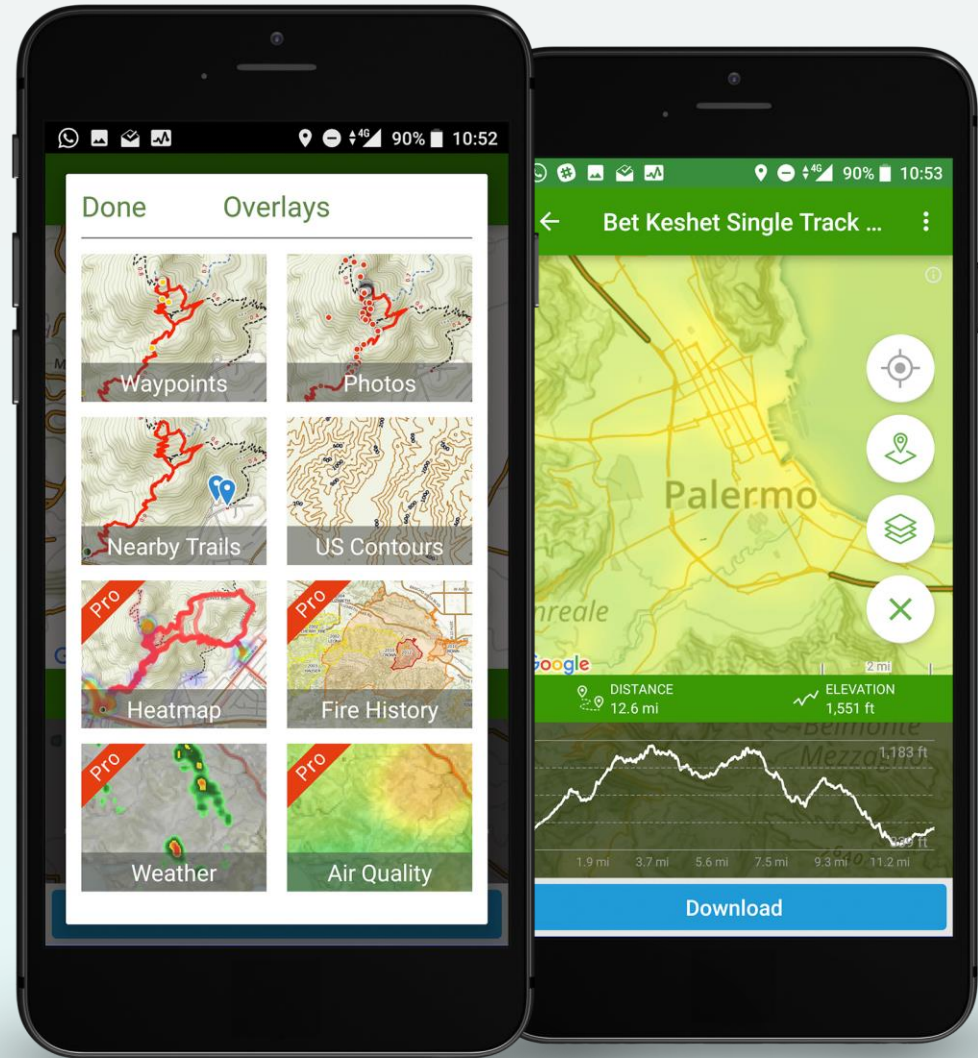








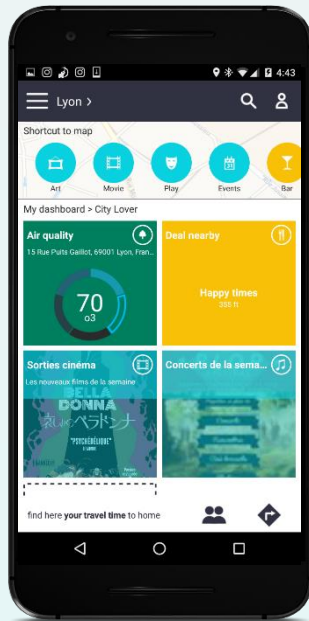
What is the healthiest itinerary?



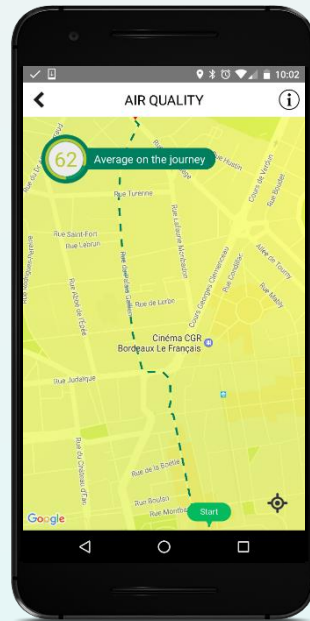
Case studies



Real-time Air Quality Levels



Cleanest Route



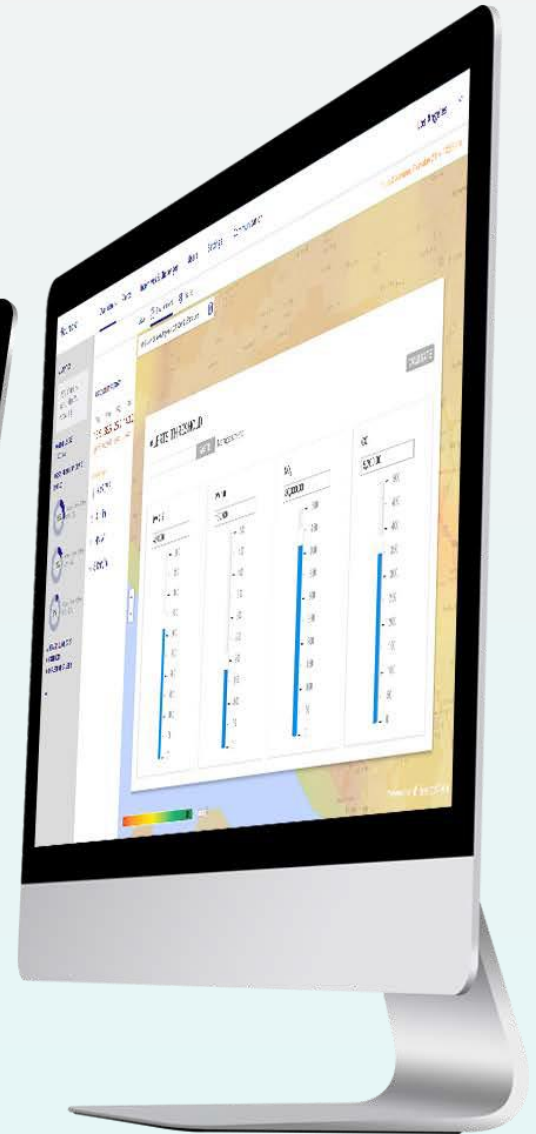
Smart city Dashboards



Case studies



Smart city
Dashboards



Case studies

KAP CODE



Statistics

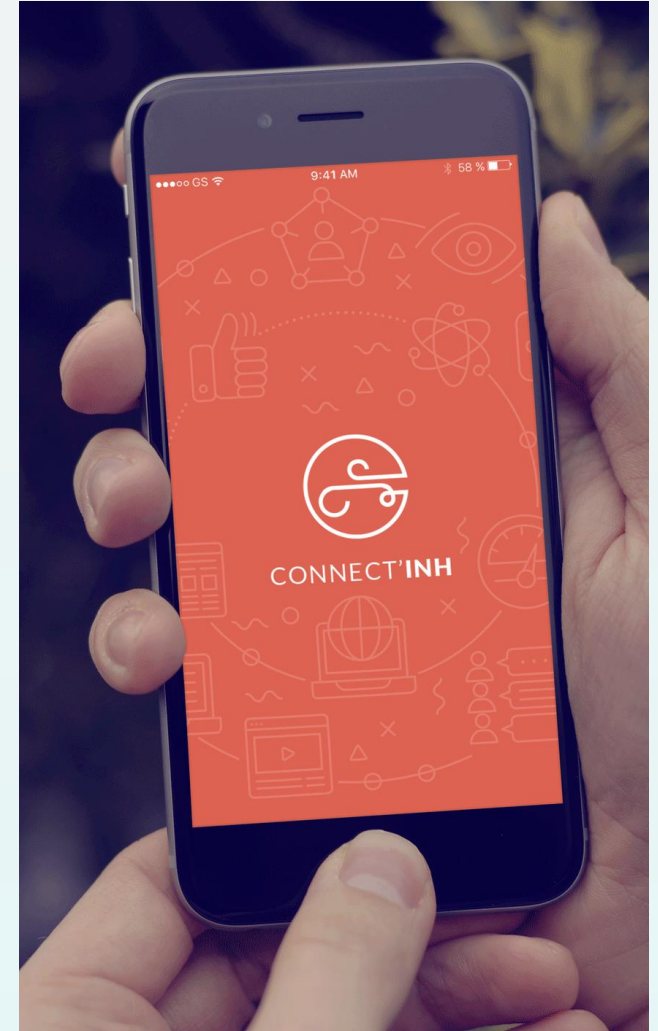
Track the evolution of your asthma attacks with your usage history

Continuous follow-up

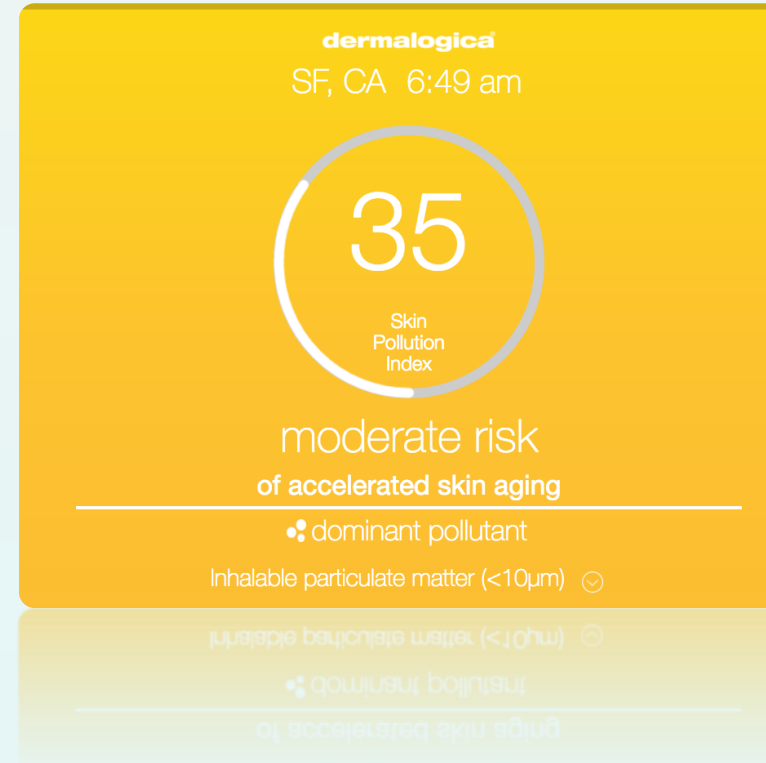
Edit detailed and personalized reports for your physician or family

Environment

Check in real time the levels of air pollution and pollen.



Case studies | dermalogica®

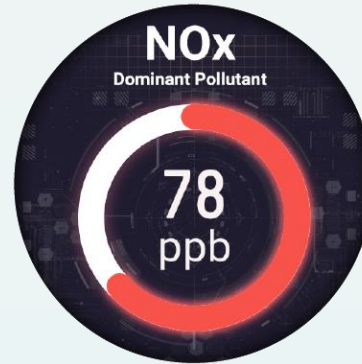


Features

Real-Time Air Quality Index



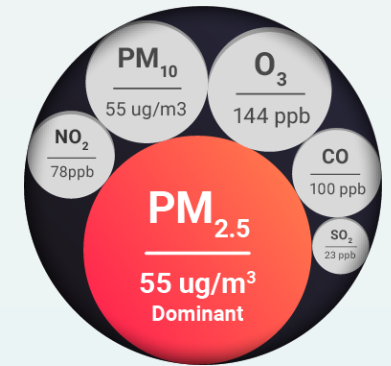
Dominant Pollutant Data



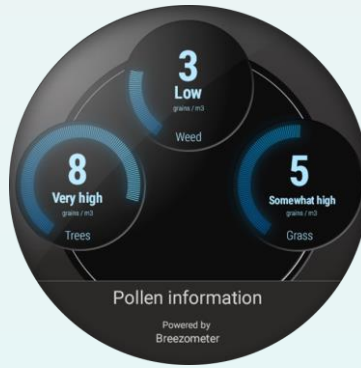
Health Recommendations



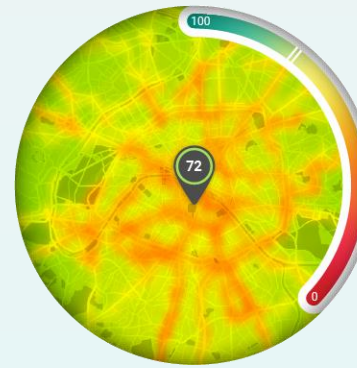
Pollutants Concentrations



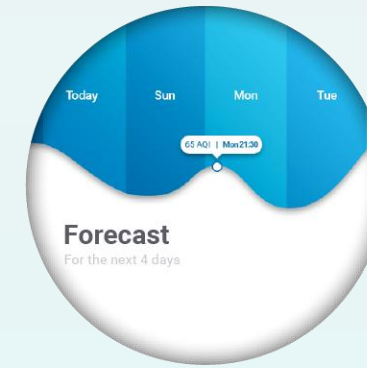
Local Information



Pollen Counts



Pollution Heat Map



Up to 4 days forecast

Air Quality Features to engage with your audience in your own unique way

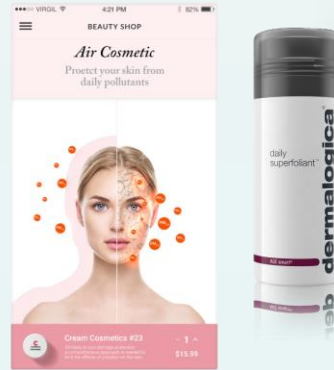
1. Air Purifier and HVAC



2. Medical Devices



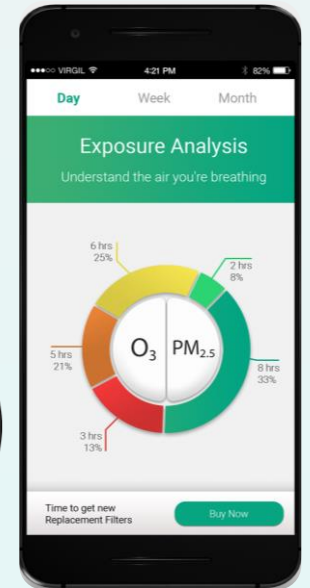
3. Cosmetics



4. Automotive



5. Smart Cities



Be a Part of **Our Mission** To improve the
Health Of Billions of People
Let's innovate together...

