



Noise Exposure and Light

Maya Hultgren Saksi

Please download!



**Noise Exposure
Iphone**



**Noise Exposure
Android**



**Light
Iphone**

Why spend money on developing apps?

- New target groups
- Government pinpoints communication
- Modern technology to increase awareness
- Phone features

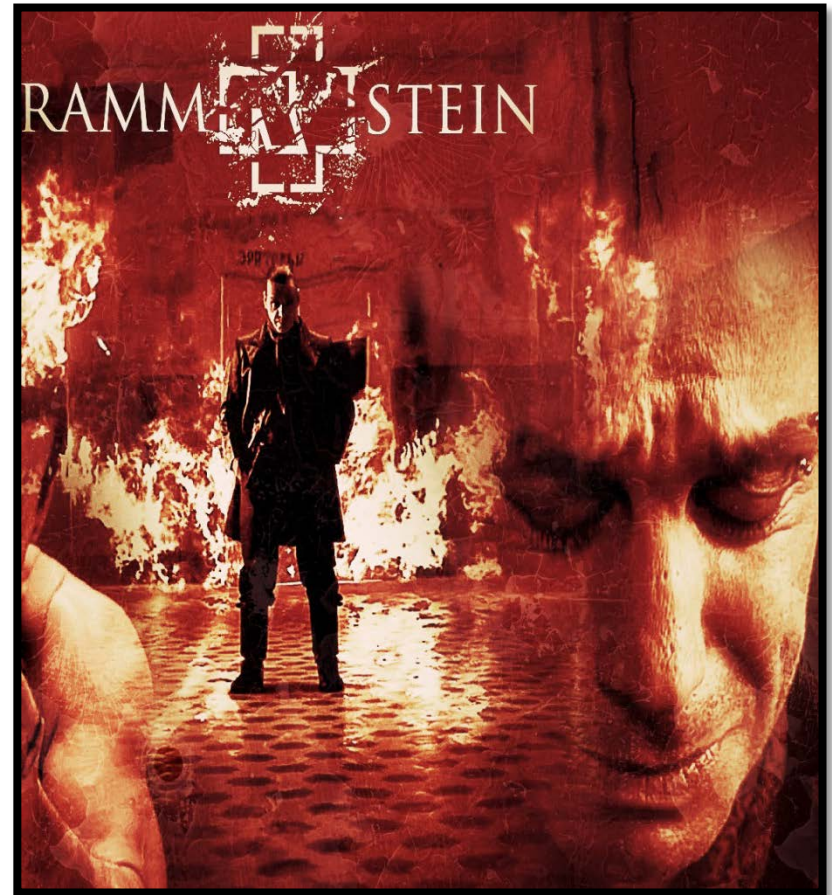
Time, money and a cool expert

- Development time:
150-200 hours
- Cost:
Noise Exposure: 23 000 €
Light: 43 000 €
- Key to success:
Involve the experts
Market before developed
Be first



Do some marketing

- Word of mouth:
Inspectors show and tell
- Friends show friends
- Guerilla method I: Concerts
- Guerilla method II: In the Metro
- Guerilla III: Seminars...
- Facebook campaign
Tweet and tweet again
- 100 000 downloads for Noise Exposure



Key features - Light measurement



Key features Noise Exposure



Please download!



**Noise Exposure
Iphone**



**Noise Exposure
Android**



**Light
phone**

Want to know more? Want a demonstration?
Contact me after this talk!