

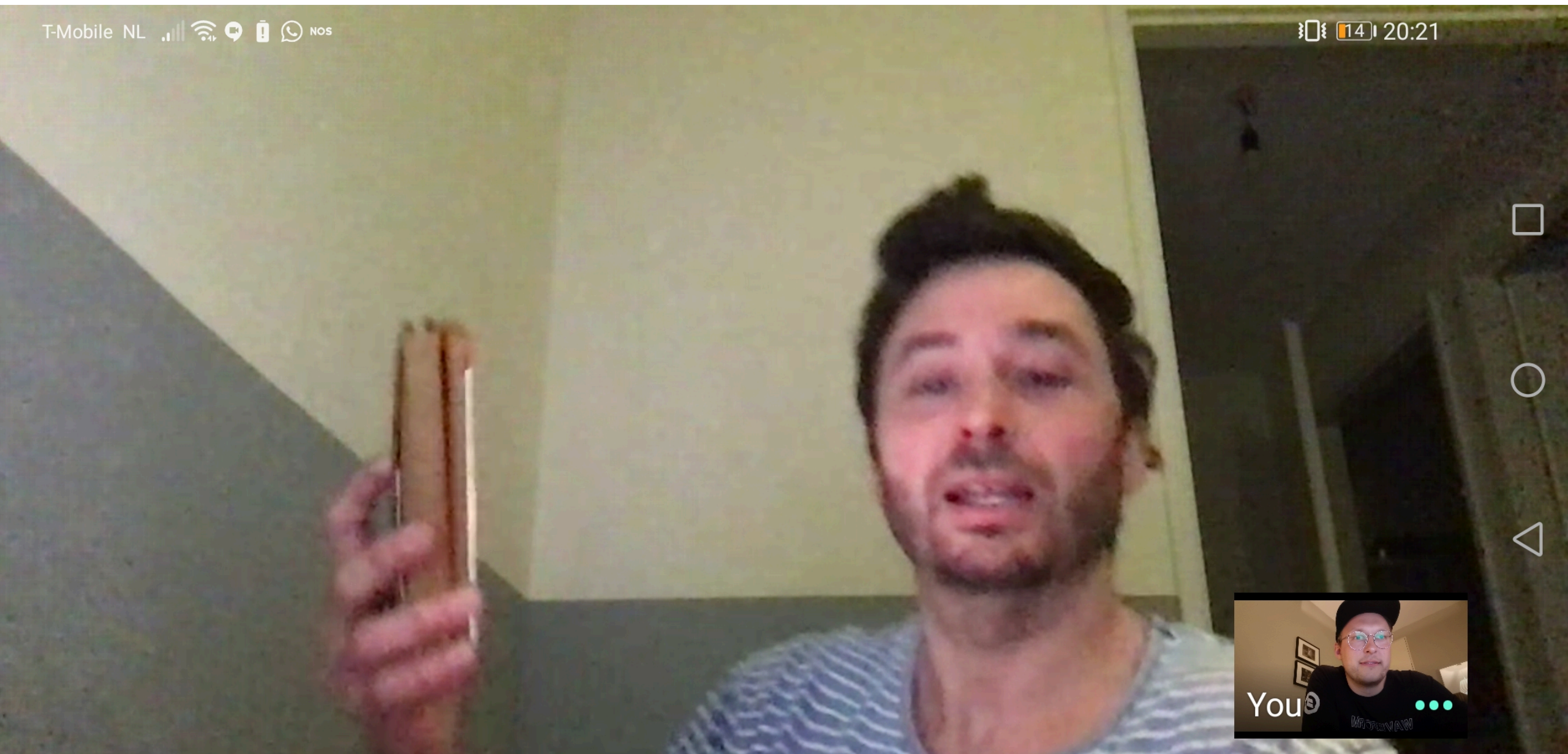


Corona Survivor Creates Social Distancing App

Corona Survivor Creates Social Distancing App

The Dutch government introduced a minimum distance of 1.5 meters to help stop the spread of COVID-19 in The Netherlands. Unfortunately people are having a hard time implementing social distancing in their daily lives. Panic purchasing and fair weather are not helping. Now there is an app for that. 1.5 warns you when another device enters your zone. One of its creators, Renato Cardoso, has a very personal reason to create this technology. Renato survived corona.

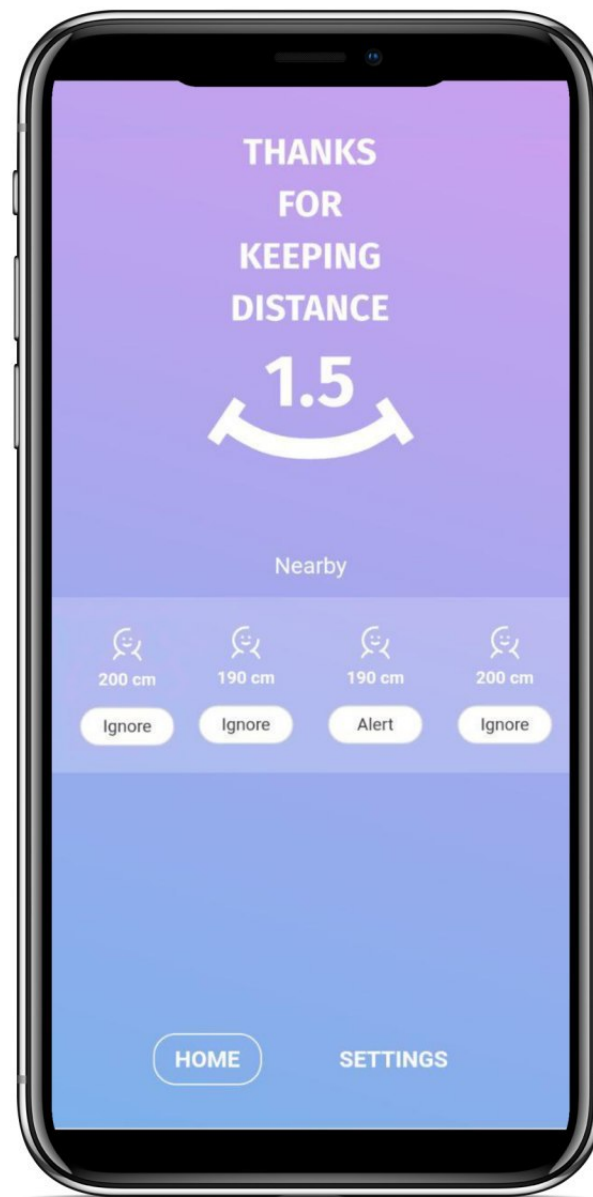
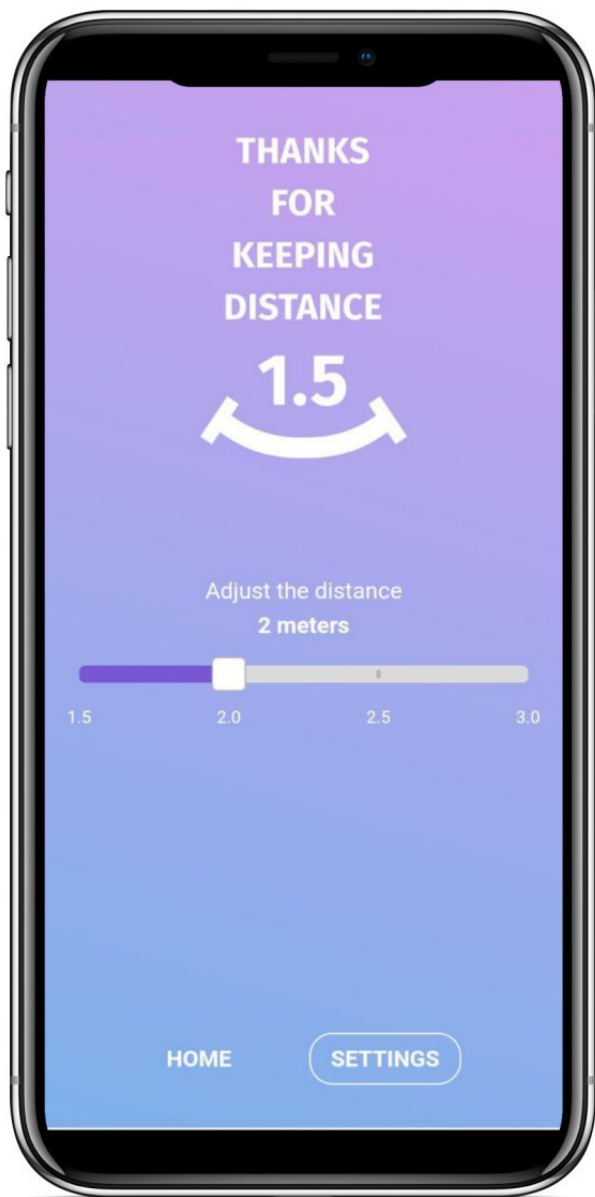
Renato is a Brazilian expat living in Amsterdam. He caught the deadly virus early March and he was quarantined in his apartment for two weeks. The symptoms he experienced were excruciating he explains on a video call. "The fever made me delirious. But breathing was the worst. I felt like I had a giant hole in my chest."



Renato Cardoso working on the 1.5 app from his home in Amsterdam.

Renato is a developer at a tech company called LTO Network. When he got better his coworkers asked him to join their passion project. Together with advertising agency TBWA\NEBOKO they were answering the call of the Dutch Prime Minister; keep your distance 1.5 meters. A copywriter at the ad agency pitched the concept for an app to Renato and his team. They got straight to work, each in their individual homes of course. "Social distancing saves lives. And this app educates people about what that appropriate distance is."

The social distancing app works using Bluetooth. When a person carrying a mobile device encroaches your parameter your phone vibrates. The app also displays a graphic that can be shown to the other person, aimed at defusing the situation. "Telling someone to go away is pretty awkward. This is a friendly reminder. For yourself and the other person. Because you really don't want to get or spread corona. Believe me. I know." Renato and his team have been working round the clock to finish the app and have hardly left their homes. "And you too should stay home. But when you do to go out use 1.5 and flatten the curve." Renato concludes.





<https://onepointfive.app>



LTO NETWORK

TBWA\NEBOKO

Contact

Rick Schmitz, CEO LTO Network

+31 6 465 934 18

rick@ltonetwork.com

Andrew Maaldrink, Senior Copywriter TBWA\NEBOKO

+31 6 133 736 49

andrew.maaldrink@tbwa.nl



LTO NETWORK

TBWA\NEBOKO