

Writing II: Elevator Pitch

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Our innovation will help change how pedestrians experience the world around them. Did you know that in a study published in *Injury Prevention*, it was found that both the number of pedestrians killed while listening to music has nearly tripled in the years from 2004 and 2011, and that in nearly 70% of the cases, the accident was fatal. So, as people become more and more enthralled with their virtual worlds, we need a way for pedestrians to be able to know about possible hazards. Using a combination of sound processing, text-to-speech, and location services, we intend to create an app that provides information about traffic, crime rates, and even impending accidents to help its users stay safe even when listening to their favorite songs!

Users who purchase our app will get traffic, crime, and weather updates precautionarily when they enter a new area, as well as the ability to have your music turn down or off and get audio alerts in specific situations. The app will be responsive to cars honking and other stimuli that could be indicative of a future accident and give an audio alert regarding it. It will also be able to recognize the users specific name so that if someone addresses the user, the app will alert him or her and turn down music if it's playing. These features set our app apart because there is no other app with this functionality.

There are 2 major consumer demographics we expect. Firstly, pedestrians in cities that have a large amount of commuters and traffic. Because of the quickness of traffic in these areas, we expect to need to be able to respond quickly to possible auto accident stimulus. The other major demographic is parents who will buy this product for their children to help bring them peace of mind about their children commuting, to and from school, sports practice, etc.