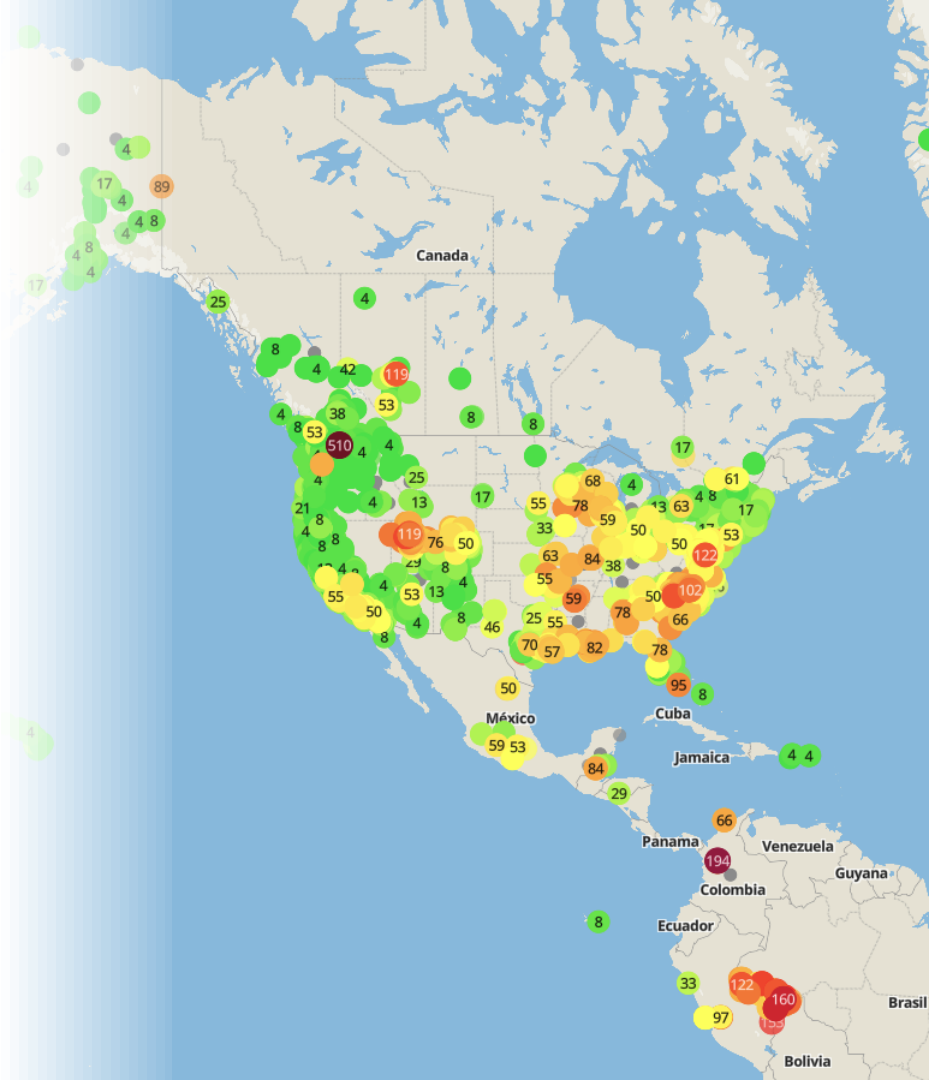


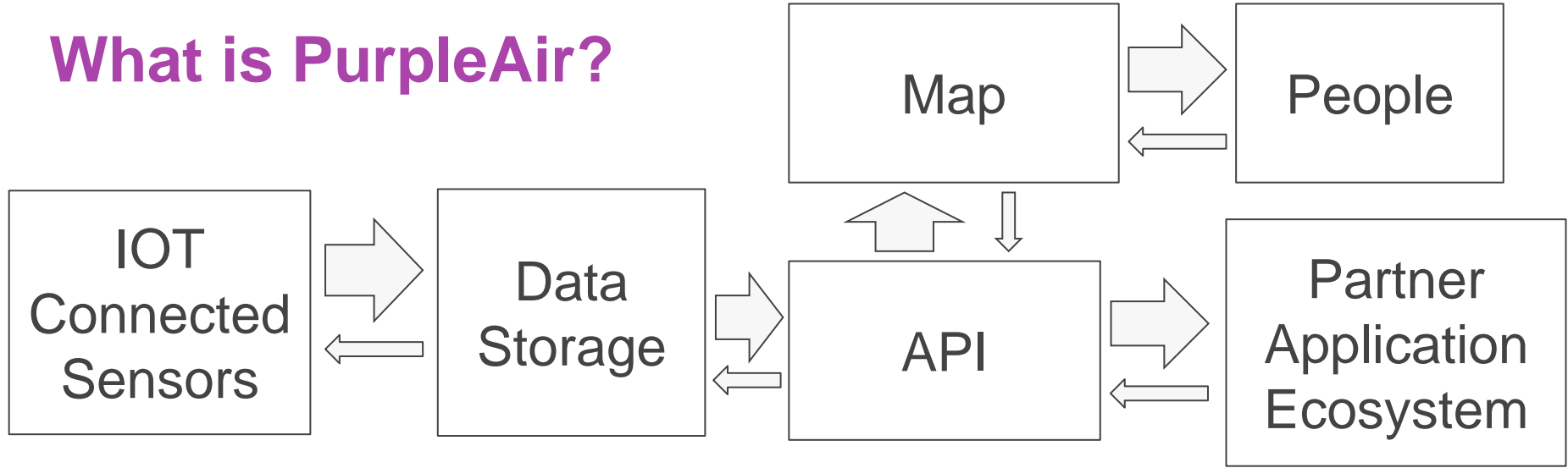


PurpleAir

**Air quality monitoring
built on a new generation
of low cost
"Internet of Things" sensors**



What is PurpleAir?



PurpleAir provides a complete end to end service including the air quality monitoring hardware, the data storage facilities, API's to consume data and the PurpleAir map to view real time sensor data.



What do PurpleAir sensor measure?



- Report PM1.0, PM2.5, PM10
 - laser counter particle counts in six size bins: 0.3, 0.5, 1, 2.5, 5 and 10 microns.
- Environmental parameters like temperature, humidity and pressure
 - Temperature and humidity are offset due to heat generated by the sensor. The original idea was to have information on the conditions under which the laser counters themselves were operating.
- We do no pre-processing of data on the sensor.



What is the PurpleAir map?

- Users register their sensors on the PurpleAir map
- Sensors are connected to WiFi and report data every 2 minutes
- The PurpleAir map is free to use to get real time air quality data



The Goal of PurpleAir



- Manufacture high quality low cost air quality sensors
- Provide live air quality map for real time decision making
- Create localized AND global air quality datasets
- Supplement regulatory air quality networks
- Get people interested in air quality!



What does the public want?

1. Real time
 - *I want to know air quality right now*
2. Right here
 - *I want to know what it is outside my house*
3. Accurate
 - It MUST be trusted
4. Easy to access, on any device at any time

The biggest thing we learnt is just how much people care about clean air



How are PurpleAir sensors used?



- Private concerned or interested citizens
- Schools and Universities
- Non-profit groups
- Government organizations
- Weather and air quality networks



PurpleAir's plans for the future

- New outdoor sensor design
- VOC sensor add-on
- Ozone sensor
- PurpleAir map updates
- Next generation infrastructure
- Scaling



Thank You!

