

INTEGRATING FOOD AND IT



WHERE DO WE STEP IN ?

- INTEGRATE KNOWLEDGE OF FOOD AND IT
- ADDRESSING DEMAND OF TIME AND TRENDS
- DIFFERENT PROJECTS
- VEGGIE MATCH
- EYE4FOOD
- THE VIRTUAL SHOPPER

PROBLEM ?

INADEQUATE/LOW INTAKE OF FRUITS AND VEGETABLES IS ASSOCIATED WITH

1. 6.7 MILLION DEATHS WORLDWIDE (2010)
2. INCREASED RISK OF OBESITY, TYPE 2 DIABETES, CORONARY HEART DISEASES, STROKE, CERTAIN TYPE OF CANCERS E.G. COLON CANCER, ETC.

TRENDS IN DENMARK ON IT

- GSMA PREPARED A SPECIAL REPORT IN 2014 ON USE OF MOBILE PHONES
- 9-16YRS SCHOOL CHILDREN
- 93% OF CHILDREN IN DK USE MOBILE PHONE WHERE 89 % ARE SMARTPHONES
- 60% USE TABLETS
- BY THE AGE OF 12, ALMOST 80% OF CHILDREN USING MOBILE PHONES DOWNLOAD OR USE MANY MOBILE APPS

WHAT HAS BEEN APPROACHED?

- SINCE MORE THAN 20 YEARS , VARIOUS INTERVENTIONS, CAMPAIGNS, EDUCATION PROGRAMS HAS BEEN CONDUCTED IN EVERY LEVEL OF COMMUNITY
- NO SIGNIFICANT EFFECT (LACK OF FOLLOW UP, PEOPLE NOT TENDING TOWARDS CHANGE IN THEIR DIET, LONG RUN PROCESS, NOT ADDRESSING THE TRENDS,)
- WHAT IF WE CHANGE THEIR PHYSICAL ENVIRONMENT ? WHAT IF WE DON'T REALLY TELL THEM WHAT TO DO AND LET THEM ACT ALL BY THEMSELVES ?

EYE4FOOD

- GAME BASED ON TABLET FOR KIDS
- YOU MATCH THE NAME OF VEGETABLE/FRUIT WITH PICTURE OR MATCH THE PICTURE OF VEGETABLE/FRUIT WITH NAME
- AVAILABLE IN BOTH LANGUAGES
- CURRENTLY CARRIED ON IN SEVERAL KINDERGARTENS
- DEMO
- FUTURE PERSPECTIVES

VIRTUAL REALITY

- VR IS USED IN THE MILITARY, EDUCATION, BUSINESS, TOURISM, MEDICAL CARE AND MANY MORE AREAS APART FROM JUST GAMING
- YOU CAN TRANSPORT ANYWHERE MENTALLY ON A MICROSCOPIC OR MECHANICAL LEVEL
- IT CREATES A SENSORY EXPERIENCE FOR THE USER SOMETIMES INCLUDING SIGHT, TOUCH, HEARING, SMELL, OR EVEN TASTE.
- 171 MILLION USERS IN THE WORLD BY 2017, EXPECTED TO INCREASE BY 3000 TIMES IN 4 YEARS
- SAMSUNG SOLD 2.3 MILLION GEAR VR UNITS AND 5 MILLION SMARTPHONE POWERED VR (JUST IN 2016)

SAMSUNG GEAR VR



THE VIRTUAL SHOPPER

- A LEARNING GAME PROGRAMMED IN UNITY WITH THE HELP OF SAMSUNG VR AND COMPUTER TECHNOLOGY
- AIMS TO INCREASE FOOD LITERACY BY PROVIDING INFORMATION/FACT ON SPECIFIC VEGETABLES AND FRUITS.
- PROCESS

VIRTUAL SUPERMARKET



QUESTIONNAIRE !!

INFORMATION DISPLAY



