



The Fair of Seville uses a QR codes system to identify lost kids

LOCATION: Seville

DURATION: 2'00''

SUMMARY: This year parents will be more relaxed in the Fair of Seville thanks to badges with QR codes used for the identification of lost kids. These codes contain a phone number of one of the parents to contact them in case the child is lost and found. This project, called Peter Pan, has the support of Vodafone Andalusia and the S-DOS company, and has been tested in this occasion for the first time, but the intention is to extend it to other events in the rest of Spain.

VTR:

Crowds at the Fair of Seville cause that fifty children got lost in 2012.

Ambience: "Are you lost?" "Yes."

A bad moment for kids and adults, that can be shorter thanks to this badge. It contains a QR code with the contact information of the parents so that, in case the kid gets lost, the person who finds him can contact them in just a few seconds.

Ambience: "Your child is here with me."

TOMÁS GARCÍA
Manager of S-DOS

"There is a unique code for each child and there we introduce the data of the guardian with the phone number and the name of the kid."

And this way the happy ending arrives earlier.

MOTHER

"The truth is that it is dangerous because there are a lot of people, they distract and go from one place to another alone."

It is Peter Pan, a pilot project promoted by Vodafone Andalusian and the Sevillian company S-DOS. The City Council of Seville will be in charge of giving away two thousand of these badges in this fair.

MANUEL VIÑUELAS
Seville City Council

"In these events where there are so much people it is easy that a kid gets lost, and that's why the City Council tries to protect children and mainly offer more tranquillity to their parents."

MOTHER

"It gives a lot of tranquillity, although you don't stop worrying or watching them."

This project, also supported by the Corporation for Municipal Enterprises of Seville, is being tested this year so...

TOMÁS GARCÍA
Manager of S-DOS

"In 2014 we can launch it before the fair, so it can be used not only for the fair but also for any other kind of event."

SOL CRUZ
Corporation for
Municipal Enterprises of
Seville

"I think it is a pioneer initiative that may spread to many countries and to other events in our country."



But this is not the only technological solution present in this fair, there is also an app that controls the access of carriages to the fair or another one that helps people locating their tent.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com