Entrepreneurship to save lives with a system that warns emergency services in case of an accident

LOCATION: Málaga

DURATION: 1'47"

SUMMARY: An entrepreneurial group of young people from Málaga has developed a device to be connected to vehicles, which will automatically alert the emergency services in case of an accident. This could reduce response times by 50%. The device, called "Talkycar" will also provide information about the mechanical state of the car; information which could be visualised on the mobile.

VTR:

Simply by connecting this device to our cars, we could be saving our lives. It's called 'Talkycar', and has been developed by these entrepreneurial young people from Málaga. In case of an accident, it will directly alert the emergency services.

Gonzalo Almirón **Executive Director of** **Talkycar**	*"A system which lets us convert any car from 2001 until now into a connected car, with the main aim to detect accidents and automatically warn the emergency services."*
Miguel Ángel Pedraza **Technical Director of** **Talkycar**	*"It connects your car with your smartphone. This is possible due to a small device which is connected to the on-board diagnostics port of the car. It's the same port that is used when you go to the garage and they tell you that they are going to connect the machine."*

At this first stage, it is aimed at companies who work with fleets of cars. In 2014, there were 1,131 deaths in 981 accidents on interurban roads in Spain, according to the General Directorate of Traffic. Alerting the emergency services automatically would reduce response times, and consequently the seriousness of the injures suffered.

Gonzalo Almirón **Executive Director of** **Talkycar**	*"Reducing the time of medical assistance by up to 50%, which could reduce mortality by over 15%, which would save thousands of lives and would reduce the seriousness of injuries as well."*

But the device also goes a step further, and offers mechanical information about the vehicle, with the aim of detecting any faults before they become a problem, or in the very early stages.

Gonzalo Almirón **Executive Director of** **Talkycar**	*"It carries out a continuous diagnosis of the state of the car in real time."*
José Alberto Rodríguez **Head of Talkycar Information**	*"Any kind of warning that the car produces. Whether it be a deflated tyre, or a gas processing error…"*

The Talkycar team are currently working on the image and visualisation of the data through a mobile app, and on the production of the first devices, which they are going to do through a crowdfunding campaign. It's a Minerva project, a technological venture run by the Andalusian government and Vodafone.

For more information or support please call +34 662 369 820 or email info@andalusianstories.com