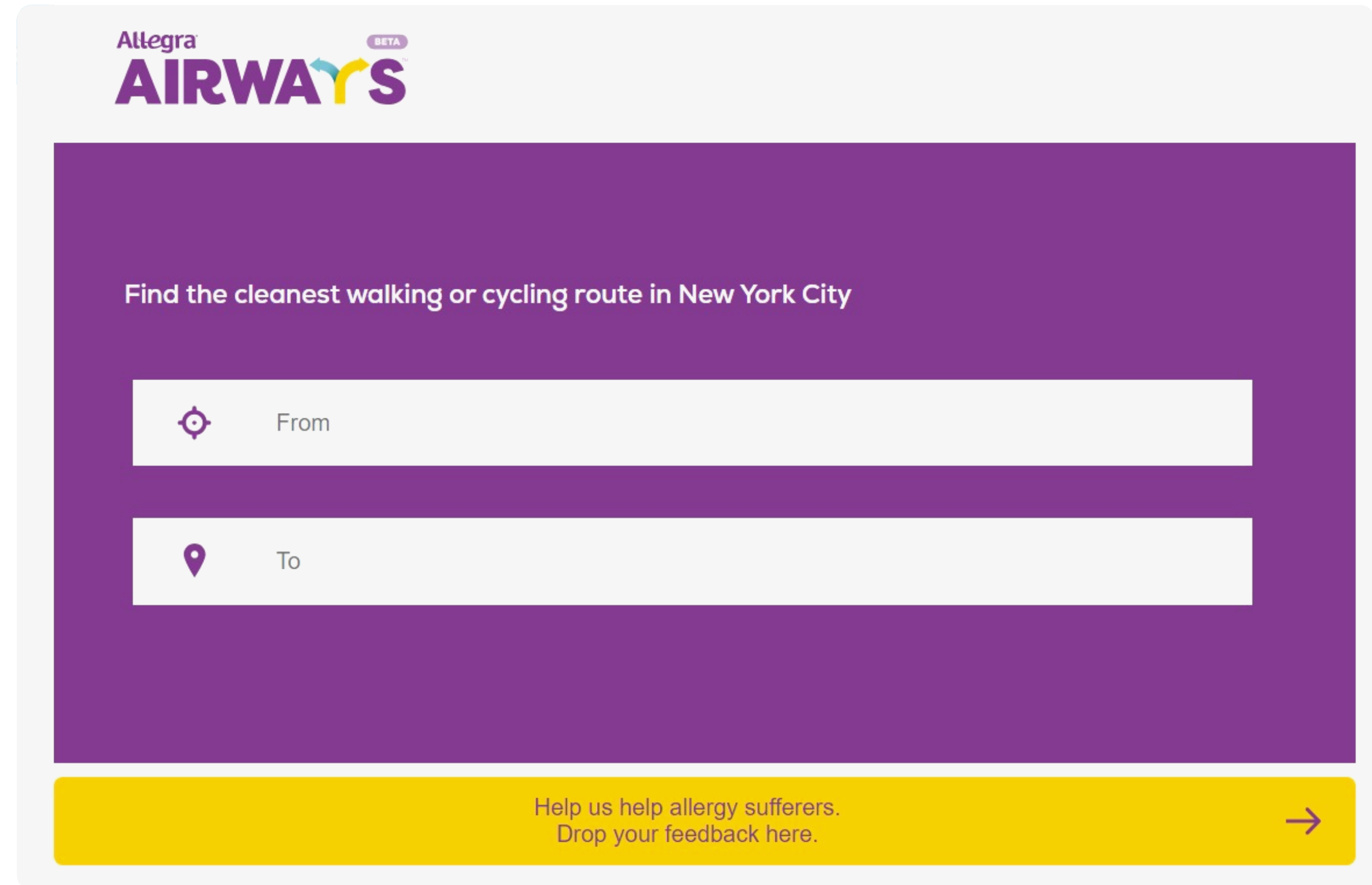


Ambee and Sanofi Combine Powers To Enable Safer Navigation With Allegra 'Airways'



New app will allow New Yorkers to avoid commuting through the poorest air quality

New Yorkers will now be able to pick the the route with the cleanest air.

By [Julia Jacobo](#)

September 18, 2023, 7:07 PM





How Allegra Airways Came Into Being

Air pollution contributes to about 11.65% of deaths globally, and with the changing climate, this problem is on the rise. Climate phenomena like wildfires have made issues like air quality more visible than ever. To combat that, an immediate resource—such as Allegra Airways—will enable people to live healthier lives by choosing the outdoor route that's best for their health.

New York City is one of the world's most populated cities, and recently, it has faced the challenges of smog caused by Canadian wildfires.

In response to these issues, there was a growing need for a tool that could assist citizens in staying safe and informed.

Climate phenomena like wildfires have made air quality issues literally visible, especially in New York City. But what's less widely known is the connection between air pollution and pollen, and how air quality affects allergy symptoms.

—Jordana Barish, North America Zone Head for Allegra



Introducing Allegra Airways

Allegra Airways is a cutting-edge mobile app that offers real-time navigation options with reduced exposure to air and pollen pollutants. Leveraging Ambee's constantly updated environmental data—pollen and AQ, the app guarantees a breath of fresh air for city explorers.

How does Airways help the world?

With its user-friendly map, Allegra Airways prominently illustrates the convergence of air pollution and pollen along urban pathways, delivering invaluable information to users. It helps identify routes with cleaner air for commuting while highlighting routes to avoid due to poor air quality.

This not only provides a sigh of relief to allergic people but also serves the greater public in taking care of their health.

With Airways, life becomes easier for everyone. For families concerned about where to send their children to play, for urban commuters exposed to the same conditions every day, and for senior citizens and vulnerable groups to find relief—Airways is a one-stop solution that minimizes exposure to air pollution, which improves overall health and well-being.





Ambee X Sanofi: The Partnership

The escalating challenges posed by global allergies and pollution have prompted healthcare and pharmaceutical companies to explore innovative technological solutions to address these pressing issues.

It's no longer a question of why, but when? This drive is what motivated us to take Airways from an idea to a product in record time.

To demonstrate this collective commitment to leveraging technology for the betterment of human health and the environment, Sanofi and Ambee launched Allegra Airways.

This collaboration is a pivotal moment for healthcare and environmental innovation, as it harnesses the power of climate intelligence to enhance the quality of life.



99%
of the world's
population lives in
places where air
pollution levels exceed
WHO guideline limits



6.7M
deaths each year from
exposure to ambient
and household air
pollution



\$338
What an average
American spends on
OTC medicines yearly—
roughly the same as
they spend on clothes.



85%
of asthma patients
have allergic rhinitis



\$18B
The annual cost of
allergies in the U.S.

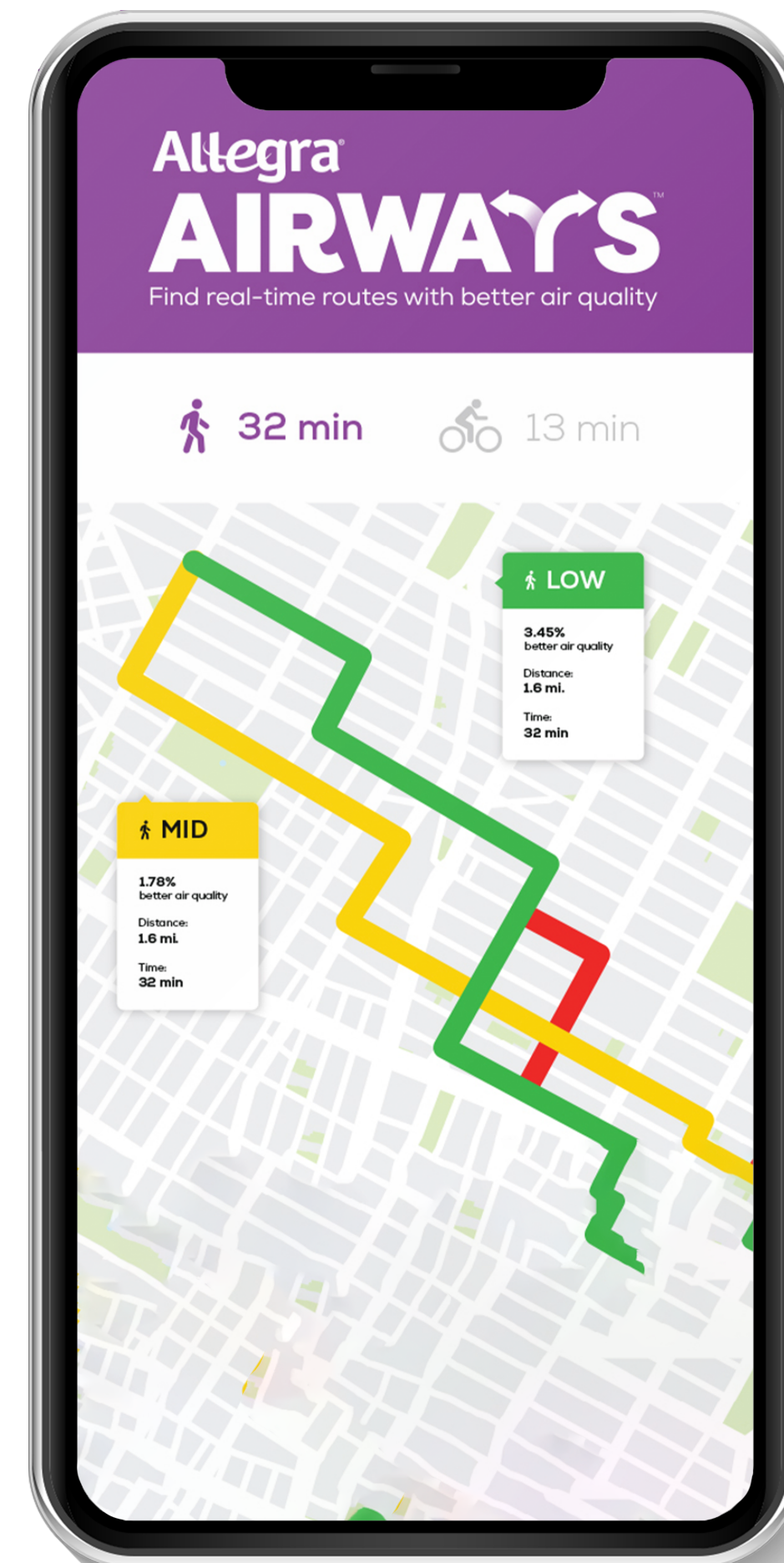


How Ambee's Data Powers Airways

Simply insert your Point A and Point B and let Airways show you routes with the– poorest, mid-level, and best air quality.

Select your route and Easily export it to your preferred navigational apps like Google Maps or Maps by Apple and go by your day without worrying about pollen or air quality.

Ambee's real-time environmental data plays a major role in enhancing the Allegra Airways app, both in terms of information and user experience. Ambee's data empowers users with real-time information on pollen and pollution concentrations, enabling them to make informed decisions about the routes they can select. By using this app, users can enjoy a better quality of life with fewer allergy-related disruptions.



Powered by Ambee's real-time environmental data, Airways was able to:

- Develop an interactive app showing how pollution and allergens interact and help users breathe better while navigating around the cities.
- Implement the cleanest route planner, allowing users to select routes based on air quality (AQ) or pollen levels.
- Include a visual scale on the route selection screen that clearly indicates air quality or pollen severity along their chosen route.

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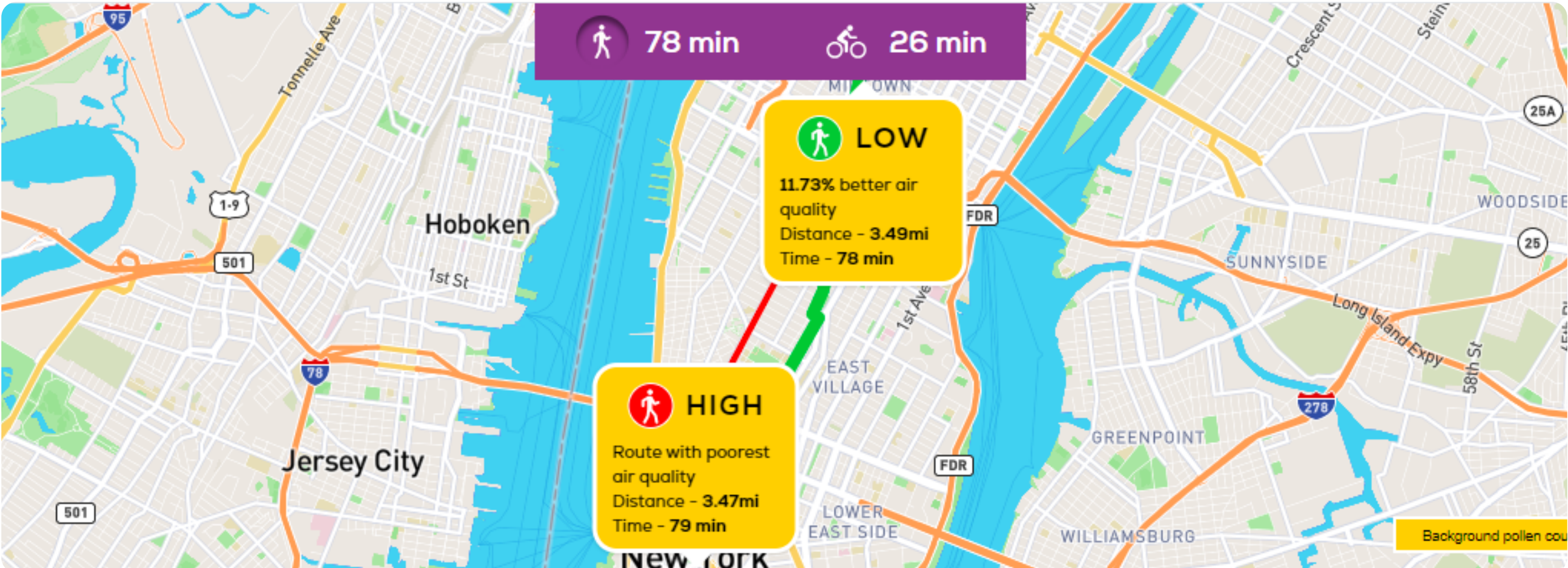
-Jaideep Singh Bachher, CEO and Co-founder, Ambee




Here's How The Initial Results Look Like

Airways' initial campaign has not only exceeded established benchmarks but also demonstrated remarkable success. We are eagerly anticipating the continued growth and evolution of Airways and how it will contribute to enhancing respiratory well-being.


Here's what some of the results of this partnership looked like within the first few weeks of the announcement:






237M+
Earned impressions


Exceeded Allegra's benchmark of 25-30M impressions




100%
'Allegra Airways' mentions in earned media



40+
Earned media coverage stories exceeded the benchmark of 4-6 stories



Stay tuned with us as we give more updates and success metrics of our partnership.



789K+
Social media video views



23,700+
Breaths of fresh air taken via Airways



What We Can Look Forward To

The overarching objective for this campaign is to heighten awareness regarding the link between pollution and allergies, as the general populace remains largely uninformed about this connection. Here, Allegra Airways will serve as a tool to guide individuals toward cleaner air, ultimately aiding them in better health management.

In the upcoming months, Airways has plans to expand to additional cities within the United States, building upon the insights gathered during the beta test phase.

Furthermore, as the application continues to evolve, more features will be introduced to ensure that users have access to the most precise information for safeguarding their health.

More questions?

Write to us at contactus@getambee.com.

About sanofi

Sanofi is a global pharmaceutical company dedicated to enhancing health and well-being worldwide. Renowned for its commitment to researching, developing, and delivering cutting-edge medical solutions, Sanofi prioritizes patient-centricity, scientific excellence, and sustainability in all its endeavors. Sanofi aims to provide effective healthcare solutions that improve and extend lives, making a significant impact on global health challenges.

About ambee

Ambee is a climate intelligence company that provides hyperlocal pollen, air quality, weather, wildfire, and other climate datasets. The company was founded with a mission to democratize access to climate and environmental data and tools that enable a better and healthier living experience.

Ambee provides location-specific and real-time data that can be used by a wide range of markets that aim to build a healthier planet. Businesses and administrators across the globe integrate Ambee's AI-powered, scientifically validated data into their businesses and lives to create sustainable and climate-friendly products, innovations, and services.