

《伦敦出动鸽子监测空气污染》

Pigeons and pollution are both common blights in cities around the world, but a group of engineers in London are hoping the birds can help them tackle problems with air quality.

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A technology company has revealed it is strapping pollution-monitoring backpacks onto ten pigeons in London to monitor air pollution over the next three days.

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On Monday, the flock, nicknamed the Pigeon Air Patrol, were set loose from a rooftop in Brick Lane by pigeon fancier, Brian Woodhouse.

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For three days, Londoners will be able to get live updates of the pollution where they are by tweeting their location to @PigeonAir.

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Data from three of the pigeons, called Coco, Julius and Norbert, will then be used to instantly reply, telling them about the level of pollution in their area.

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A live map is also being updated as the pigeons fly around, detailing the levels of pollution in different areas of the capital.

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'Air pollution isn't sexy and people don't engage with it,' said Pierre Duquesnoy, creative director at DigitasLBI, who had the original idea.

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'So the heart of our idea was to make air pollution more accessible and relevant to people.

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'The Pigeon Air Patrol is a perfect example of how data combined with creative storytelling can raise awareness of

a serious health and environmental issue.'

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To develop the idea Mr Duquesnoy worked with Plume Labs, a technology company that helps consumers track and reduce their exposure to air pollution.

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'Air pollution is a huge environmental health issue, killing 10,000 people every year in London alone,' said Romain Lacombe, chief executive office of Plume Labs.

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'Putting air sensors on the back of pigeons goes beyond raising awareness of this problem and helps Londoners understand the impact of pollution in an accessible, tangible and immediate way.'

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The pigeons used in the study are racing pigeons, who usually live four times longer than street pigeons because they're so well cared for.

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The flock even has their own vet to double check they're always in peak health.

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The high-tech backpacks they wear to monitor pollution are tiny and light as a feather.

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The campaign only runs for three days, after which the birds will be able to return to their normal life.

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The company hope the campaign will encourage Londoners to join the Air Patrol, by becoming beta testers for a wearable version of Plume Labs' air pollution measuring device.

Plume Labs????????????????“????”????????????????????????????

'We're looking for 100 people to beta test our new pollution sensor, in partnership with Imperial College London,' the website says.

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'If you're a cyclist, runner, or pram pusher, who'd like to know what you're breathing and how to beat pollution, join our programme testing a wearable version of our air pollution device.'

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Vocabulary

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