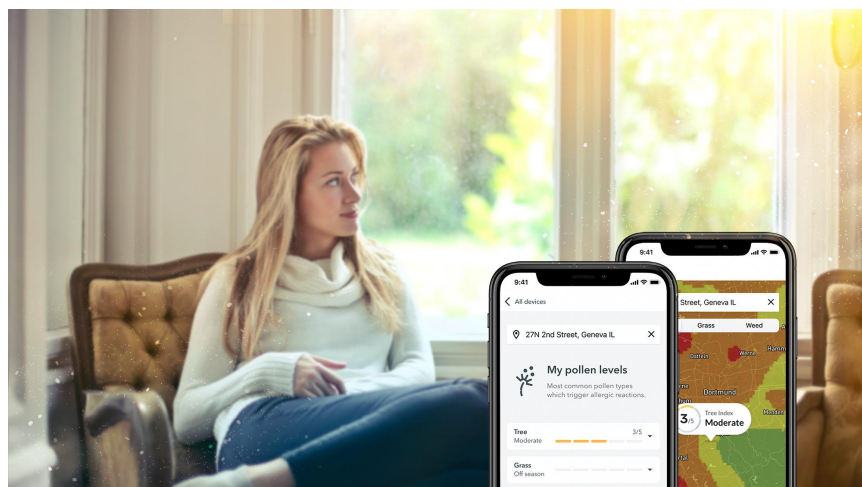




Airthings Introduces “My Pollen Levels”

The New Feature Provides Users With Live and Local Pollen Data Right in the Airthings App, Just in Time for Allergy Season



Oslo, Norway (March 30, 2021) – [Airthings](#), a global leader in indoor air quality solutions for consumers, businesses, and professionals, has introduced a new feature for its mobile app: *My Pollen Levels*. The new feature allows users to track live pollen levels in their surroundings or any location, and optimize their indoor air quality based on the insights. With allergy season already underway, knowing when to ventilate, purify your air, or keep your windows closed is essential to reduce allergy triggers and symptoms, such as sneezing, runny nose, itchy eyes, scratchy throat, or even asthma. The feature is available via the Airthings app to all users of Airthings’ smart products, including View Plus and the Wave family.

Pollen is one of the most common triggers of seasonal allergies. When people with pollen allergy, also known as hay fever, breathe in pollen grains, it causes sneezing, congestion, and a runny nose, or can even trigger asthma attacks. In the US alone, [more than 50 million people suffer from seasonal allergies](#), according to the Asthma and Allergy Foundation of America (AAFA).

“By providing people with real-time pollen data in any location as well as regional trends with a map overview, we can help them manage their exposure and significantly improve their health,” says Oyvind Birkenes, CEO of Airthings. “We’re excited to offer this feature to all customers of Airthings’ smart products and to empower them to breathe better.”



Allergy control starts at home

Understanding and controlling your indoor air quality helps reduce allergy triggers and reduce their effects. But while ventilation is an important strategy to improve the air quality in your home, knowing when to ventilate or when to keep your windows closed based on local pollen levels can be essential to keeping allergies at bay.

“Good indoor air is important for our health, wellbeing and performance, especially now that we’re all spending more time indoors,” said Kai Gustavsen, Chief Adviser of the Norwegian Asthma and Allergy Association (NAAF). “Air quality sensors give you insight into your air quality and help you understand how small changes impact your health. Having current pollen data is a great addition to ensure the air in your home is as healthy as can be.”

Hyper-local, live data

The new feature is powered by BreezoMeter, a provider of environmental intelligence. BreezoMeter uses innovative pollen models and big data analysis to provide a continuous pollen index, based on the daily pollen forecast. By integrating numerous pollen data sources and models, BreezoMeter provides hyper-local data, empowering users with the most relevant pollen information to them.

“In the same way our global weather trends are becoming more unpredictable as a result of climate change, so too are pollen season start and end dates. To ensure that allergy sufferers aren’t caught off guard, we utilize multi-data sources and sophisticated AI,” says BreezoMeter’s Chief Scientist Dr. Gabriela Adler. “By integrating BreezoMeter’s data into their mobile app, Airthings enables users with actionable pollen information that can be used for better indoor air decision-making and better control of allergy symptoms.”

My Pollen Levels is Airthing’s first step in providing users with pollen information right in the Airthings’ app, more features will be added gradually. *My Pollen Levels* is available to new and existing users of Airthings smart air quality products via the Airthings app starting today. For more information visit www.airthings.com.



About Airthings

Airthings is a global technology company and producer of award-winning radon and indoor air quality monitors for homeowners, businesses, and professionals. Founded in 2008, Airthings is on a mission to ensure that people around the world recognize the impact of indoor air quality and take control of their health through simple, affordable, and accurate technology solutions while optimizing energy consumption in buildings. Airthings' products have made radon detection and indoor air quality monitoring easy to deploy, accurate, and user friendly, and have received several accolades including the TIME's Best Inventions of 2019 award and CES 2021 Innovation Award Honoree. Headquartered in the heart of Oslo, and with offices in the US, Canada, and Sweden the company has over 120 employees from more than 25 nationalities—and counting. For more information, visit [airthings.com](https://www.airthings.com).

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