

Everon and other Nordic care expertise exhibit at the Shanghai World Expo

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The Creative North exhibition, organized by Nordic Council of Ministers, is currently presenting the Nordic welfare model as part of the Shanghai World Expo. **Only 2-3 companies from each Nordic country were selected, all of which offer innovative solutions to improve the everyday quality of life.** The Finnish participants are Everon and SAFERA. The exhibition is organized in the Nordic Light House, **1st to 15th October 2010.**

The Creative North exhibition presents Nordic solutions to improve everyday security and quality of life in the Shanghai World Expo. The presented innovations are **spearhead** examples of the Nordic well-being model, which aims to provide all citizens with an equal opportunity to **good** life. The exhibition emphasizes the importance of cooperation in the development of well-being and **explains** how the products have been born as a result of collaboration between various networks and users.

Two companies were selected from Finland, Everon and SAFERA. Their solutions improve safety and accessibility of housing and promote in particular independent elderly living.

As stated in the name, Everon devices are 'always on'. Continuous monitoring of the devices and intelligent alarm logic helps to improve people's daily living both inside and outside of the home. *"The possibility to live at home as long as possible is the best solution both from the quality of life and economical perspectives. Today, there are technological solutions that can be installed very easily, with an investment payback of even only a few weeks"* says Markus Merne, CEO of Everon.

The Vega GPS watch is exhibited as an example of a simple and stylish safety and communication device that enables prevention of wandering for people who suffer from Alzheimer's disease or other cognitive disorders. The emergency and geofence alerts are **controlled** by a centralized server structure that runs in the background and provides rapid alerts and tracking and tracing information.



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The Creative North exhibition is part of the Nordic “Better City, Better Life” -project, which is driven by the Nordic Council of Ministers. The foreground is the ministry council’s KreaNord project, which aims to promote the Nordic area as a pioneer for high quality design. KreaNord seeks to present well-proven and innovative Nordic products, services and business models.

The Creative North Exhibition takes place in the Nordic Light House in Shanghai. An invitation only event is organized on the 11th of October at 2:30 pm local time. Innovation Director Claus Lønborg and Nordic Welfare Center Director Mørch Tone will introduce innovative wellness solutions at the event.

More information

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