

# London Smart City Startup Offers Free Real-Time COVID 19 Digital Signs For A Safer Christmas

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London-based Smart City startup offers every organisation in the capital a free real-time COVID 19 digital sign over Christmas 2020.

PassageWay, based in Wandsworth, with the backing of Innovate UK, the UK's Innovation Agency, has built some clever software that transforms a smart TV, desktop or other connected screens into a real-time COVID 19 health alert and visitor advice digital sign.

The real-time COVID 19 digital signs ensure visitors get the latest and best information to ensure their visit is safe and secure. Whilst for hosts there is no need to keep changing posters to keep up with new rules and regulations.

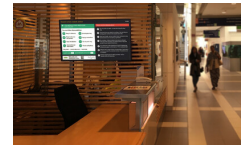
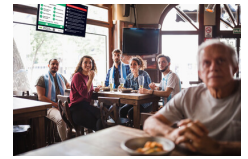
PassageWay COVID 19 digital signs display on any connected screen, from a smart TV, desktop and smartphone to a digital totem or stadium display. The data is taken from Government sources and automatically tailored to best meet the needs of every UK place, whether it be a pub, church, office, school or spa.

PassageWay is offering a free 6-week trial to London organisations in return for feedback. To find out more or to sign up please visit <https://passage-way.com/covid19-smart-signs>

Chris Johns, PassageWay Founder says:

*'The rules and regulations around COVID 19 can be bewildering for many organisations and most people. Our solution makes it easy for every place to have it's own unique COVID 19 digital sign, displaying the right real-time information to reduce the risk to both visitors and staff. Coming out of lockdown 2.0 the rules will change again and we want to do our bit to help every Londoner enjoy this Christmas season safely'.*

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COVID 19 :: Nudge :: Digital Signs :: InnovateUK :: Trial :: Real-Time Data ::

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## Additional Assets:

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