

P3 THE DEVELOPMENT OF A NEW POLLUTION MASK: INNOVATION IN RESPIRATORY PERFORMANCE

Peter Whitby, O2 Canada

The talk is about entrepreneurialism in a very traditional space and the creation of a new pollution mask over two years of creativity, prototyping and research! Peter traveled to Asia in 2014 and encountered severe air pollution, starting the journey which would lead to the development of a new mask. Upon returning home, research at the APRIL Lab at the University of Waterloo showed that most pollution and dust masks perform very poorly due to a number of factors including air leakage and poor ergonomics. These problems were identified and a new mask was dreamed up! Peter will walk through the various stages of development, challenges and new discoveries in the O2 Canada mask.

This talk is about entrepreneurialism and research carried out at the University of Waterloo APRIL Lab. The work is necessary because 7 million people die every year from air pollution, subways smell bad and there is a stigma to wearing current masks for various reasons. The ultimate goal of the research is to create the best air pollution mask in the world and make it easy for people to breathe freely and breathe clean air.

A new pollution mask the O2 Curve has been created which is being manufactured and available worldwide in August. It is comfortable on the face, comfortable to breathe, and comfortable to wear in social situations.

O2 Canada is a respiratory performance company focused on air purification and maximal oxygen uptake technologies in the health, wellness and sports performance markets. Peter Whitby is the founder and will talk about the development of a new pollution mask, the O2 Curve.