



AvoiDeer – Safer driving

## **Press release**

AvoiDeer app launches March 1st in App Store.

Every year, moose and deer cause hundreds and thousands car of accidents along North American and Northern European roads.

In Britain alone there are about 70,000 collisions a year, causing up to 700 injuries and 15 deaths!  
The cost for the British society is £47,000,000 annually and injured animals suffers.

US numbers are also too high, approximately 1.2 million collisions are caused by the presence of deer...each year

**We want to reduce these numbers!**

### **Features:**

The general idea about AvoiDeer is that drivers can register animal sightings via the app. This is done very easily. The app registers its GPS-position and other AvoiDeer users closing in on this position receive a visual and audible alarm on their phone.

There will also be an icon on the screen that warns where a report is issued.

These icons will disappear from the screen after a little while. (Screenshots can be found on our website)

The driver can't use the phone while driving, so reports have to be done by a passenger!

If you are alone in the vehicle, pull over for a minute. This minute might save a life!!

Even if you haven't sent any reports yourself, warnings from others will still be sent to your phone

**Pricing:** If you download AvoiDeer during our campaign period and sign in via your Facebook account you will be credited as a "Founder Member". This will entitle you to all the benefits paid members will receive for free for as long as you use the app! After this period, there will be 14 days for free then you will have the possibility to subscribe Annually or Lifetime.

Price for an Annual licence will be approx **£1,19 / \$1,99**

**AvoiDeer app is conceived i Bodo,Norway and born in Southport,England.**

**Android version will be available this summer!**

Best regards  
Team AvoiDeer  
Mail:support@avoideer.com

www.avoideer.com  
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