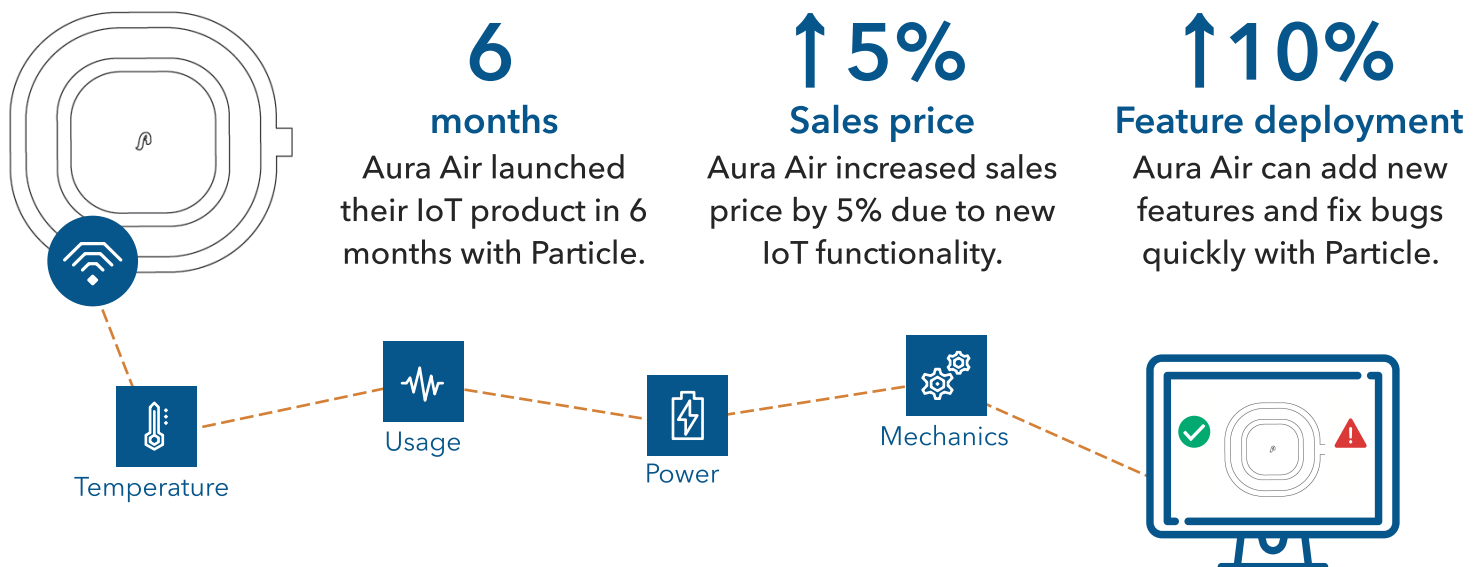# HOW AURA AIR LEVERAGED IOT TO CREATE COVID-19 FIGHTING DEVICES

Particle

Executive summary

Aura Air is creating a new generation of air purification and disinfection technologies with IoT. Harnessing the Particle IoT platform, Aura Air has developed a data-driven air quality monitoring system that is designed to help businesses disinfect 99.9% of viruses, bacteria, mold, and VOCs from indoor air. With this air quality monitoring system, Aura Air has helped critical industries purify indoor air with ease. And recently, Aura Air has even launched a trial at the Central Israel Sheba Medical Center in an effort to filter out the coronavirus (COVID-19) in the hospital's surgical ward.

6 months
Aura Air launched their IoT product in 6 months with Particle.

↑5% Sales price
Aura Air increased sales price by 5% due to new IoT functionality.

↑10% Feature deployment
Aura Air can add new features and fix bugs quickly with Particle.

Temperature · Usage · Power · Mechanics

> "Particle helped us react quickly to changes in the market after COVID-19 hit. We were able to update all our air quality devices quickly and easily thanks to the Particle IoT platform."
>
> **Aviad Shnaiderman**
> **CEO and Co-Founder of Aura Air**

Why Aura Air invested in IoT

Aura Air wanted to build a data-driven air quality monitoring device that could work across multiple industries. With IoT, Aura Air knew they could modify the underlying software of a device wirelessly, giving them the capability to develop a new product and build new business models without having to physically modify it.

Aura Air also wanted to give their customers the ability to control and view air quality data from their phone. With the right IoT connectivity hardware, Aura Air could build a device that sent data straight to a user's mobile phone. However, Aura Air needed an IoT partner who could provide them with the right tools and features to build these capabilities.

Particle provides the path to scale

After much research, Aura Air partnered with Particle because they provided everything that was needed to build a IoT product at scale. With the Particle IoT platform, Aura Air had all the hardware, device management tools, and network infrastructure needed to build a reliable and scalable data-driven air quality monitoring system.

Particle Console

Aura Air's device used a Particle Electron, which allowed them to easily connect their solution to the Internet via a cellular network. With Particle's cloud software tools, Aura Air could easily reconfigure the underlying software of the Particle Electron, giving them the ability to add all-new features and change the way their solution functions out in the field.

The solution — a smart air quality device

With Particle, Aura Air was able to develop an adaptable, and data-driven air quality monitoring system that can disinfect indoor air through a unique 4 stage purification process.

Being connected to the Internet, Aura Air can modify and update their smart device no matter where it is located in the world. IoT also gave them the flexibility to send critical performance data straight to a customer's phone or central dashboard.
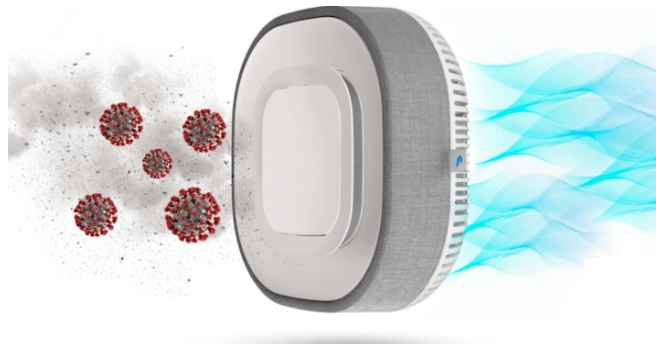

Aura Air device
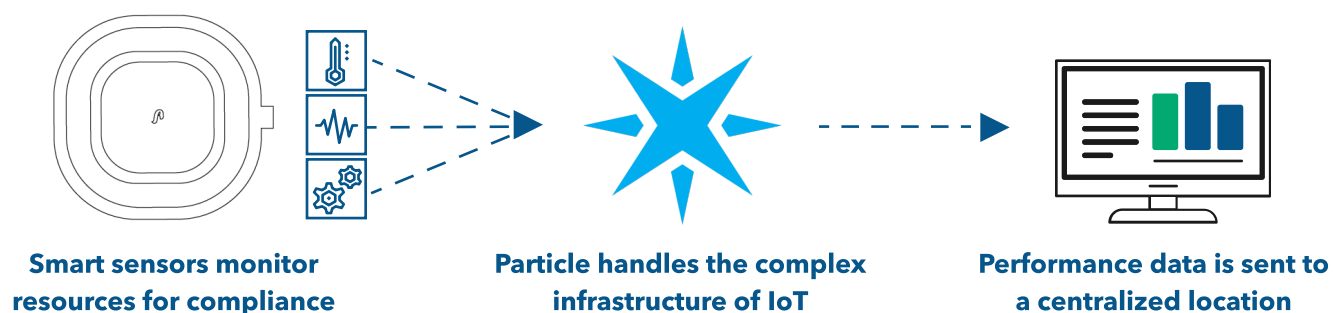
Aura Air cleans up air in hospital ward

Once the coronavirus hit, Aura Air found a new purpose for their product and set our to reconfigure their device to combat the threat of COVID-19. With IoT, and after several successful antibacterial laboratory trials, they were able to update all their air quality devices quickly and easily.

Aura Air launched a trial at the Central Israel Sheba Medical Center in an effort to filter out the coronavirus (Covid-19) in the hospital's surgical ward. So far, they have completed two phases of a pilot at Sheba Medical Center and have found successful results.

Particle simplifies operations for Aura Air

For Particle and Aura Air, this IoT project has proven immensely successful. The building process was simplified by Particle's handling of the complex IoT infrastructure, which enabled Aura Air to focus on providing a great product and service.

Smart sensors monitor resources for compliance

Particle handles the complex infrastructure of IoT

Performance data is sent to a centralized location

Particle has helped many companies (like Jacuzzi, Watsco, and Opti) build smart solutions that increase visibility and improve compliance. As a trusted enabler, Particle can help you manage your smart solutions to significantly improve service and customer experiences.

Contact Particle

If you are looking to build profitable IoT solutions, consult our team of experts at **Particle.io/sales.**

Particle Store

Start your IoT journey by checking out our industrial hardware on the **Particle Store.**