



Press release

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Vodafone and the National Ambulance Service launch the LifeSaver (ÉletMentő) app

The Vodafone Hungary Foundation and the National Ambulance Service are introducing a new application by the name of LifeSaver (ÉletMentő). The mobile application will make it faster and easier to call for an ambulance for those who get in trouble. The application allows users to pre-enter key health information, so the person co-ordinating the rescue operation will immediately see the age of the person facing difficulties, as well as her/his gender, drug sensitivities etc., while super-precise positioning helps make sure the ambulance gets there fast.

The **LifeSaver application** makes emergency calls faster and easier. The application will be available for both Android and iOS operating systems, and it will also be possible to initiate emergency calls directly from the application. One significant benefit is that it **stores pre-loaded health data**, which are displayed on the monitor of the person taking the call in the control centre and potentially also on the tablet in the ambulance car. This means that as soon as the call comes in, the ambulance service will receive key information about the patient, such as her/his age, gender, drug sensitivities etc., which would otherwise take a long chat to clarify, and in an emergency situation these extra minutes can be crucial.

Another key benefit of the LifeSaver app is **positioning with pinpoint precision**, which allows rescuers to see, for example, which part of the building the person facing difficulties is located in. It is especially important in situations where the injured person loses consciousness after making the emergency call, rendering it impossible to contact her/him.

Thanks to the POI database of the LifeSaver application, it also shows the pharmacies, hospitals, defibrillators and on-duty doctors nearest to the user. It also contains a first aid guide for situations where we need to give help ourselves. It's also important to know that the application can also be used by people who cannot speak or don't speak the local language, thanks to the icons it uses.

'The introduction of the LifeSaver application makes life easier for rescue crews from a number of aspects, as one key feature is that numerous details of the calling party become visible to us.' – explained Dr. Gábor Csató, Director General of the National Ambulance Service at the signature of the Memorandum of Understanding drafted about the application's launch.

'The LifeSaver application is already successfully running in three countries – in the Czech Republic, Austria and Slovakia – thanks to the efforts of local Vodafone Foundations. In these countries, one million users have downloaded the application so far, and approximately 30 000 emergency calls have been received via the app. In the course of developing the local application, experience gathered in each of these three countries is used. However, the ultimate objective is to create fully localised content, in line with the requirements specific to Hungary.

'The core objective of the Vodafone Foundation is to harness the power of mobile technology for the good of the public, and especially in an area of special importance such as healthcare. If we can save a single life using this application, it will have been worth it.' – explained Gergő J. Budai, Director of External Affairs at Vodafone Hungary and Member of the Curatory at the Vodafone Foundation. 'The future of mobile technology and medical science is increasingly intertwined, and this application represents a significant step towards the future.'

Further information:

Hajnalka Jeschek

Vodafone Hungary

+36 70 946 44 84

hajnalka.jeschek@vodafone.com

Vagyim Keserü

HPS Group

+36 70 681 4634

keseru.vagyim@hps.hu

About the Vodafone Hungary Foundation

As part of its global corporate responsibility policy, Vodafone has set up local foundations in 28 countries, having realised that the needs of local societies can be best met through social investment programmes that are not controlled centrally but organised locally. The Vodafone Hungary Foundation launched its operation in 2003, and since its establishment it has distributed over 1.5 billion HUF in grants to its NGO partners. In addition to donations, increasingly more emphasis is placed on social investment programmes relying on mobile technology. The Vodafone Hungary Foundation is committed to supporting equal opportunities. Its activities are focussed on two key areas: the oppression of discrimination and the education of the underprivileged. These programmes are organised by Vodafone Magyarország Zrt. [Vodafone Hungary Ltd.] and the Vodafone Hungary Foundation jointly with VSSB Vodafone Szolgáltató Központ Budapest Zrt. [VSSB Vodafone Service Centre Budapest Ltd.].

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