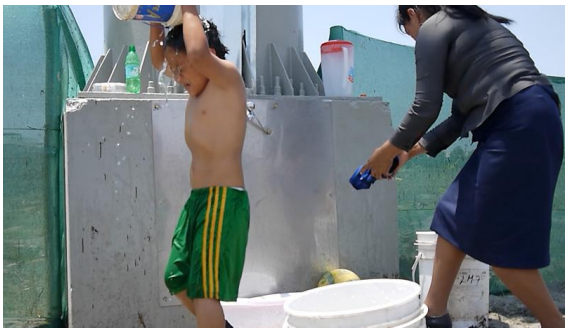
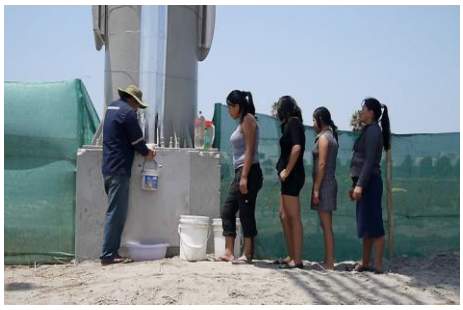
BILLBOARD PRODUCING DRINKING WATER FROM AIR HUMIDITY IN PERU

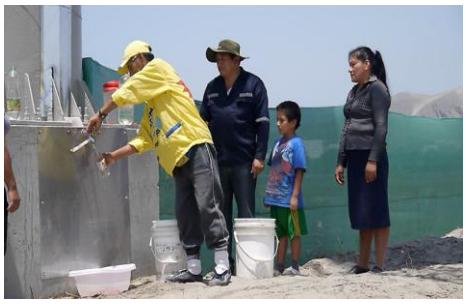


Researchers of University of Engineering and Technology (UTEC) of Lima, Peru, have recently inaugurated an innovation that could solve the problem of water supply in desert areas: a billboard that produces drinking water from air humidity.

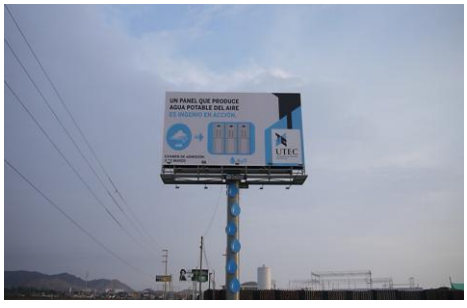
Along Peruvian coast almost-desert areas are anything but rare, and a large number of people have scarce access to sources of clean, drinkable water despite their proximity to the largest source of water, the ocean. That is a problem that Peru shares with a lot of other Countries in South America and everywhere in the world, and indeed the idea of extracting water from where it is hidden, as in air humidity, is not totally new: in Chile fog catchers have been used for more than 50 years now.



The billboard uses five internal devices for condensing and filtering water, and tanks for storing it. Considering than in Bujama, the area South of Lima where the billboard has been placed, the concentration of water in the air sometimes reaches 98%, the innovation can consistently contribute to solve the problem of water supply for locals without a major environmental impact.



Compared to already existing similar experiences as the fog catchers, the technology developed in Peru presents two main advantages. First of all, it produces filtered, drinkable water immediately distributed to people through a tap accessible to everyone: at the moment, around 96 litres of waters a day are at local people's disposal. Secondly, it was developed in the form of a billboard, thus attracting investments and proving to be a self-sustainable project. Indeed, the idea was sponsored by advertising agency Mayo Peru DraftFCB, and the first advertisement presented on the billboard was the one of UTEC itself for next academic year.



To know more

UTEC website – article on the billboard

Article on BBC website

Article on NBC website

Article on WIRED

Article on Huffington Post

Article on Popular Mechanics

Article on Phys.org

Video on Youtube