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Evolution of the MassiCare model and prevention in the area of food safety 2.0 using augmented reality

The speed of information in recent years has become a necessity for the consumer. Clear and timely guidance must be provided taking into account scientific developments and technological progress. The evolution of the MassiCare model would allow a new model of risk analysis to cross data and metadata. The elements considered are age of the subject, sex, geographical position (which would indicate alarms, such as reminders from the competent authorities in the areas of interest), acute and chronic illnesses, convalescence. Other elements considered are the type of work activity carried out, the training acquired in food safety, which type of food is preferred and the possible cooking temperature. All these details give back a theoretical model of considerable help for the consumer in matters of food safety. The new "MassiCare AR" model, incorporates and analyzes the aforementioned elements by returning data with graphics based also on virtual images. The result of the risk assessment with augmented reality AR will be returned. On the food itself and/or on a mobile device information such as the tolerated safe dose for each individual subject or specific restrictions may be accessed. In addition to this valuable information, you can also access information about allergens.

Biography

Massimo Cecaro after completing the high school in humanistic studies, he moved to the University of Camerino, where he got a Master Degree in Veterinary Medicine and in University of Teramo he successfully got the Specialization. Since the age of 14, he has worked as radio speaker, tv presenter and reporter for a wide range of artistic and scientific events. At the age of 24 he obtained a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI), where he currently holds the position of Vice President and General Secretary. He is Resident Member of MJA Medical Journalists' Association (London). He is Member of EFSA's Expert Database. He has been an invited speaker, mentor and chairman at International events in the field of Public Health and Safety in Canada, US, Europe and Asia. He has been author of several scientific works in public health. He is also director in Italy of a prestigious Educational Centre for work safety and public health. He is actively involved in international projects to improve the role of mass-media in medical sciences, and awarded in Philadelphia, Valencia and Las Vegas with International special recognition. He is serving as an editorial member of several reputed journals.

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