



# ZENO

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**New Safety and Alternative Transportation App, WiseWalk, Announces Projected Release Date**

**Los Angeles, California, June 1, 2014.** Today, the new app, WiseWalk, announced that it will be released on July 1, 2014. This app is designed to help you make smart, safe decisions while walking through your city or town. It can alert you about construction, sidewalk conditions, and limited visibility before you leave your home. This way, you can make informed decisions whether you are on your way to work or to a dinner with friends. Being informed allows you to be smart and be safe.

The app works in several ways, all meant to facilitate safe and informed practices. First, it allows you to self-report on a variety of safety issues. These issues are then visible on a map so that users can refer to the map before they leave the house or while they are on the move. A second functionality is routing. Users can enter a destination, and the app will route them to that destination in the safest way possible, with the least amount of physical obstacles or sidewalk closures. Finally, there is a crime-reporting aspect to the app, which allows for users to contact local police stations about unsafe areas and allows users to report re-occurring crime-related safety issues. All of these reports – be it about a sidewalk closure or a crime-related incident – are then subject to the opinions of other users. They can give a thumbs-up or a thumbs-down to each incident, preventing erroneous or prank reporting.

With these functions, WiseWalk is attempting to cultivate a community of alternative commuters who can share experiences, improve each other's lives, and help maintain the infrastructure they rely on. As members of that community, the creators of the app, Nicole Contaxis and Ashley Soo, wanted to create technology that facilitates safe practices and responsible civic engagement.

You can find out more from their website, [www.WiseWalk.com](http://www.WiseWalk.com)