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MASSicare 2.0, application of the augmented reality in nutrition and health


Safe or unsafe Food? Do I need to consider precautions or not? Have the question answered by your phone simply focusing in on the food that you are thinking about eating. An innovative method to easily understand, efficacy and speed can give clear information in regard. With the integration of MASSicare 2.0 A.R. (Method of Acquiring Scientific Specific Information on Care - Augmented Reality) in fact, it is possible to understand if the food that we would like to consume is appropriate or not. Just using the camera of the phone, and with the algorithm present in a new innovative App we can estimate the quantity and quality of the food cross-checked with its safety. This innovation, is the evolution of a MASSI Care a model presented in 2015 in the United States, and the facility of the App gives quick response to the general public. The lay public would have special pictograms in 3D on the camera of the phone, related to the food that is being considered by the user, that can remind them about their limitations cross-checked with the food. Once the owner of the App has entered all details related to their health background, there is a matching with the database developed in relation to new breakthroughs in the field of food poisoning. The approach pursued by the App is in AR (augmented reality), the database is under

construction with all kinds of foods, and the goal is to include all common foods present all around the world. Through attractive graphics many suggestions will be given to the consumer regarding similar food alternatives with less risk for their health and the quantity of specific food components is measured so as not to exceed the recommended intake.

Speaker Biography

Massimo Cecaro (University of Teramo, Biotechnology Reproduction), Specialist Veterinarian, Master II level "Veterinary Public Health and Food Hygiene" was an External Collaborator at the Italian Ministry of Health, Roma, Office II Directorate General of Collegial Bodies for Health Protection, for a specific project on food safety communication. He is Member of EFSA's (European Food Safety Authority) Expert Database. 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 General Secretary and Vice President. He is resident member of MJA Medical Journalists' Association (London). 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. In 2015 he received a Special recognition by the "American Association of Public Health Veterinarians" for his active involvement in international projects specifically promoting the "One Medicine approach".

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