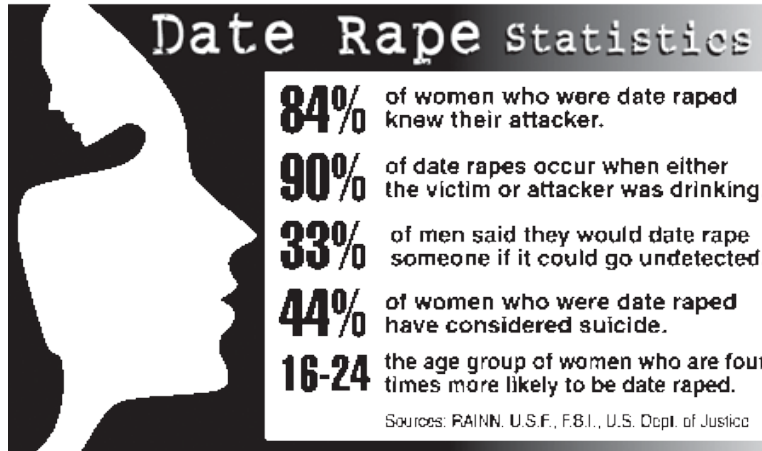


PROJECT BRIO

Managing the risk of drink tampering with innovative technology

A pressing issue facing young people in our society today is the prevalence of drink tampering in public settings for the purpose of incapacitating someone to facilitate a crime, often robbery or sexual assault.¹

Drink tampering, or spiking, occurs when a drug or alcohol is placed in a person's drink without their knowledge or consent. According to the Centers for Disease Control and Prevention's (CDC) National Intimate Partner and Sexual Violence Survey (NISVS), alcohol is the most commonly used drug in drug-related rape, it is also the most common substance used in drink spiking.⁶ The most common predatory drugs used in drink tampering are gamma Hydroxylbutyrate (GHB), Rohypnol (roofie), and Ketamine (special K).¹ Mixing these drugs with alcohol can have numerous harmful effects on a victim including drunkenness, loss of control of body movements and ability to speak, seizures, and even temporary amnesia, so that the victim cannot remember if a crime has been committed against them.³ In extreme cases, overdoses of these drugs can lead to a coma or death.



In recent years, drink tampering has become a growing concern for college aged youth, with 1 in 10 people having had their drink spiked.² In many of these cases, a substance was used to facilitate a practical joke, physical assault, robbery, or sexual assault.⁵ As a result of the difficulty of proving physical evidence after drink tampering occurs, without toxicological analysis of the victim, many of these crimes go unreported.⁷ Crime statistic reports have shown that business travelers are more likely to fall victim of drug facilitated robbery, leaving the victim with little recollection of the incident or the assailant.² Conversely,

nearly 30% of incidences of drink spiking reported to the police involve sexual assault,² with 4 out of 5 sexual assaults being committed by a friend or acquaintance of the victim.⁸

New Potato Technologies Inc., an innovator in the development of app-enabled accessories for mobile devices, continues to explore the innovative use of smart devices to create solutions for everyday life. The Brio Project addresses the issue of drink tampering by providing a creative solution: The Brio Smart Coaster. Unlike other products in the marketplace which can test for tampering after the fact, Brio offers the capability to protect the drink from being tampered with, using the drink safety device and associated application.

Using Brio App Features to Manage Your Drink Tampering Risk:

Numerous organizations have offered tips to individuals on how to protect themselves from drink tampering. These techniques range from creating a buddy system when out drinking, never leaving a drink with stranger or unattended, and to not drinking from a cup that is not their own.¹ The possibility for human error using these techniques increases as a person becomes less aware of their surroundings.

The Brio Project has taken these techniques and developed a technological solution to help increase awareness of personal surroundings. The app connected device, known as the Brio Smart Coaster, acts as a guide for an individual to be more mindful of the way they drink in a social setting.

Brio Smart Technology breaks down into three main components:

Brio Social Interaction Feature: *Brio Mingle*

Brio uses a social map network, connected to the cloud, to allow Brio users to find each other and get connected. Brio Mingle allows users to exchange contact information, and create a buddy system to alert other users that a drink had been tampered within their circle.

Brio Drink Identification Technology: *Find My Brio*

Brio helps make a user's drink recognizable among a set of Brio's, or after the user leaves their Brio protected drink somewhere in a venue. The Find My Brio feature activates a location ping from the Cloud Server to locate the device and triggers a light ring pattern to indicate the Brio's location to the user.

Brio Drink Secure Technology: *Guard Mode Protection*

Brio uses an instrument for measuring acceleration and vibration of the device to detect motion. When a user places Brio on top of their drink and activates protection mode on the app, Brio can then detect movement of the device and alerts the user that the device has been moved via push notification and illuminating the light ring in a specific alert pattern. Users have the freedom to walk away from their drink for a dance, smoke, or bathroom break knowing Brio is watching their drink, instead of a friend or stranger.

For more information on the Brio Smart Coaster visit www.briosmartlife.com

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