

# The ExxonMobil Award for Innovation and Entrepreneurship



## Vision Link Ltd.

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Vision Link have developed a new way of alerting members of the public about local flood conditions directly to their mobile phones. This system is totally free for the customer and has allowed the Environment Agency and County Councils to deploy automatic flood warning services to local communities that were too cost prohibitive in the past.

The Environment Agency approached Vision Link about adding water level sensors to the existing camera technology. When Vision Link were challenged as to how the information from the new sensors would be transmitted to the customers, it was brought to light that the traditional way via texts, emails or phone calls have a cost implication to the Environment Agency. As it can be difficult for the Environment Agency to justify the cost of running such a system some areas can be left with little or only generic flood warnings.

From this, Vision Link developed an app and designed the functionality themselves to make it as user friendly as possible so that anyone can use it. The second robot is now in place and Vision Link are able to make things in house as well. They are also able to modify software, as well as fixing any glitches in the system, much more rapidly. The app allows their customers to be able to receive the most up to date news instantly by pushing out live messages, such as the delivery of sandbags in particularly bad weather.

The Environment Agency as well as County Councils around the country are using it already and Vision Link can now afford to put the water level sensors into areas of high risk of flooding.

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