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Beep, beep: you're burning



» Sunburn might not be your biggest concern at this time of year, but come summertime it won't be the turkey that's getting roasted. A new, personalised text message service has been developed to warn you when you're about to turn into crackling.

The HappySun Mobile service from Italian company Flyby, sends UV data based on atmospheric readings from ESA's Meteosat-8 and Envisat satellites directly to your mobile phone. You fill in an online questionnaire to log your skin type, and then simply text which beach you're on and what factor sunscreen you're wearing to the system. Its reply tells you how long you can safely sit out there.

"The data is updated every 15 minutes," Flyby's Dr Fabrizio Flore tells *BBC Focus*. "The rate is imposed by the availability of the satellite data, but it's almost a real-time service."

Although UV radiation is virtually constant around the year, the intensity hitting different parts of the world varies depending on factors such as ozone concentration and cloud cover. Flyby can calculate UV intensity to a resolution of one square kilometre.

The service is up and running in Sardinia and Tuscany and is planned for the whole of the Med.

www.happysun.it