

# tracesafe

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## **TraceSafe Products Help Keep Iconic Television Show in Production**

**January 12, 2021: Vancouver, BC – Tracesafe Inc., (“TraceSafe”) (CSE: TSF)** a global leader in wearable safety tech, including contact tracing and quarantine management, is proud to have helped North America’s most iconic children’s TV program stay safe as they wrapped up their 52nd season in New York City.

The program, a long-time favourite of both children and adults and a public broadcast mainstay, successfully completed its 2020 season with the help of TraceSafe contact tracing clips. The clips were used for actors, film crew and staff and were configurable according to the needs of the production set: they gave wearers visual and haptic feedback, but were completely silent to avoid any disruption to filming.

Media consumption boomed in 2020, particularly consumption of daytime and kids programs, according to Nielsen. The New York City children’s show played a crucial role in maintaining a semblance of normalcy for parents and children alike through programming like COVID town halls, specials on caring for one another, and celebrity and network partnerships.

“When the COVID crisis hit, making production sets physically and psychologically unsafe for actors, crew and staff was a significant challenge for many in the Media & Entertainment industry,” said TraceSafe CEO Wayne Lloyd. “TraceSafe’s contact tracing solution was able to adapt and customize to the needs of the industry. The success of this production has led to immediate additional sales opportunities for TraceSafe.”

TraceSafe has already become a de facto quarantine management solution for government agencies around the globe. TraceSafe is also emerging as an integrated solution for workplace health and safety as the world returns to work, including for workplaces as challenging and diverse as the Film, Media & Entertainment industry. TraceSafe believes the market opportunity of the broader workplace health and safety is significantly larger than the original government agency market opportunity.

## **About TraceSafe**

TraceSafe is a full suite of real-time location management services and contact tracing solutions enabled through advanced low power bluetooth beacons and enterprise cloud management. TraceSafe's leading cloud management solution ensures both user privacy and comprehensive administrative control. TraceSafe's patented contact tracing bracelet has already been deployed in mission critical quarantine applications around the world in partnership with leading governments. In addition to their government work, TraceSafe is developing leading edge solutions for Enterprise, Healthcare, Education, Government and large-scale venue management.

### **For further information, please contact:**

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