

Cell Phone Radiation

ALEXA MICHAEL

A cell phone's **SAR**, or its Specific Absorption Rate, is a measure of the amount of radio frequency energy absorbed by the body when using the handset.



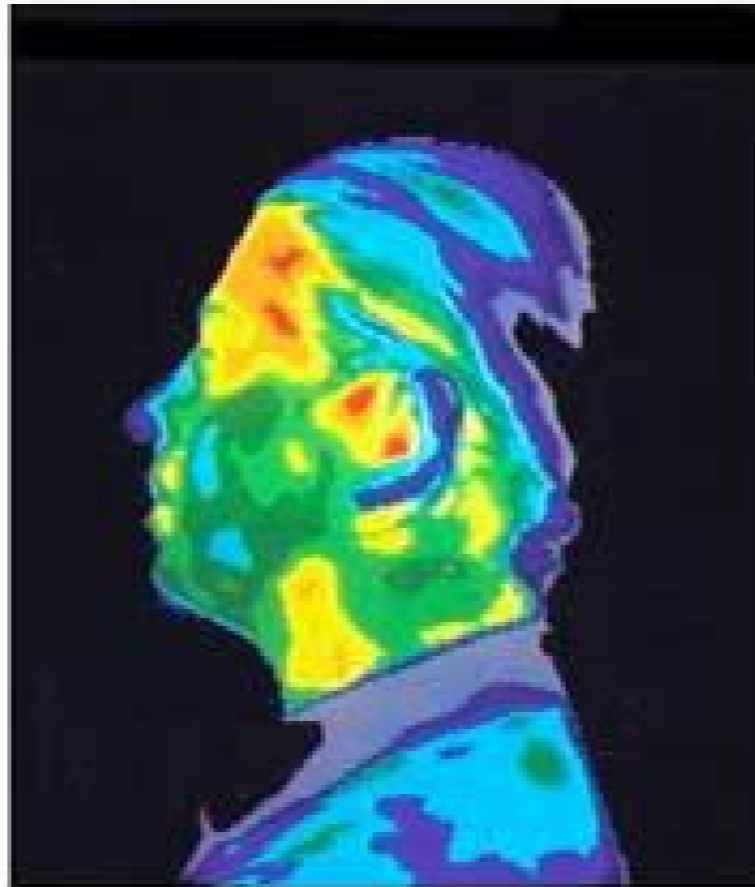
Model	SAR (digital)	FCC ID	Carrier
Apple iPhone (4GB)	0.974	BCGA1203	AT&T
Apple iPhone (8GB)	0.974	BCGA1203	AT&T
Apple iPhone 3G (16GB)	1.38	BCGA1241	AT&T
Apple iPhone 3G	1.38	BCGA1241	AT&T

Rank	Model	SAR (digital)	Carrier
1	Motorola Bravo	1.59	AT&T
2	Motorola Droid 2 Global	1.58	AT&T
3	Sony Ericsson Xperia X10 Mini Pro	1.55	AT&T
4	Nokia Astound	1.53	AT&T
5	Motorola Defy	1.52	AT&T
5a	Motorola Grasp	1.52	AT&T
5b	ZTE Salute	1.52	Verizon Wireless

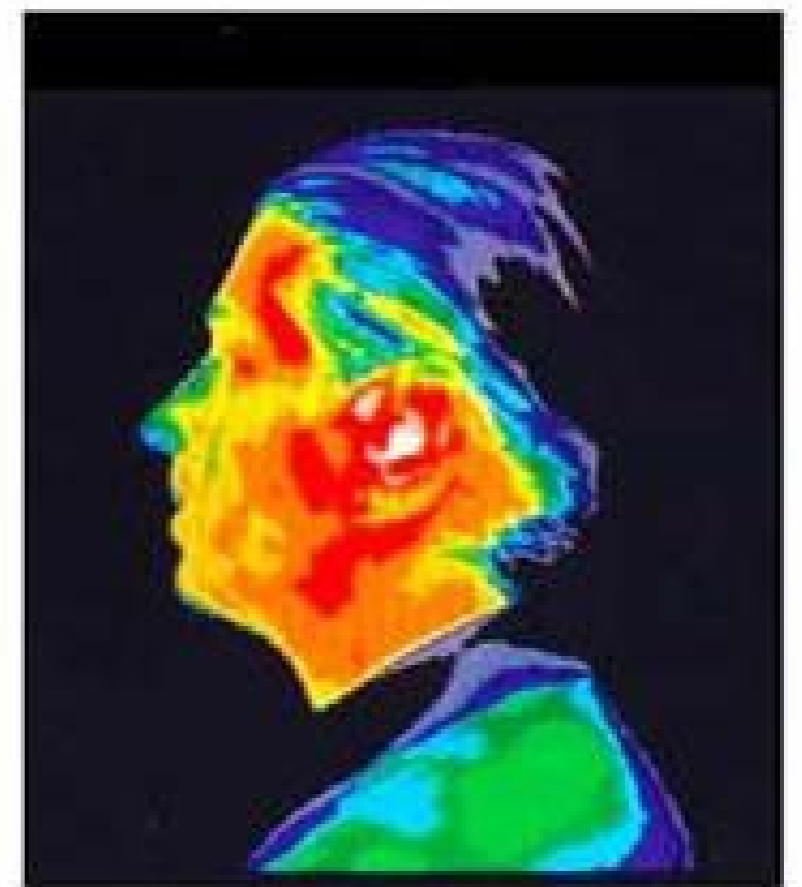
For a phone to receive FCC certification and be sold in the United States, its maximum SAR level must be 1.6 watts per kilogram.

Prolonged smart phones exposure has shown:

- damaged DNA
- a break down in the brain's defenses
- reduced sperm count
- increased risk of cancer



Thermographic image of the head with no exposure to harmful cell phone radiation.



Thermographic image of the head after a 15-minute phone call. Yellow and red areas indicate thermal heating effects that cause negative health effects.



Many claim that the trillion-dollar wireless industries are trying to cover this up.

Additionally, another concern is that more and more children gain access to high-tech smartphones each year, and their growing brains make them especially vulnerable.

Nobody wants to give up their smart phone, but more people should become aware of the potential for harm.

Campaign Strategy:



Hoodies, Stickers & Headsets



Sweatshirts with a cell phone pocket positioned in a different place could promote keeping one's smart phone in safer places



area away from vital organs.

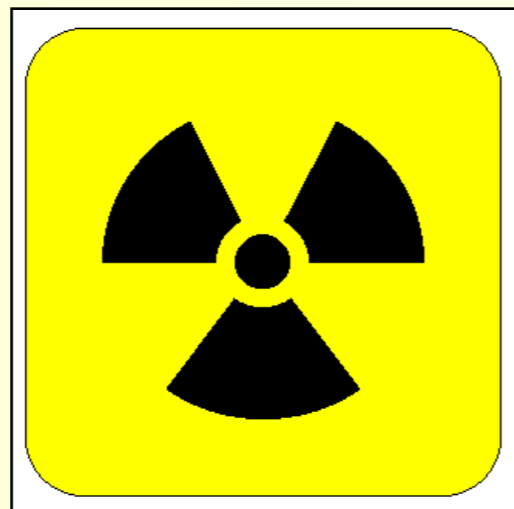
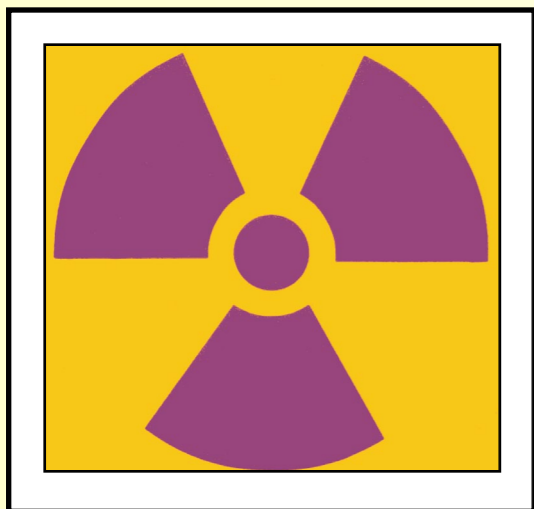
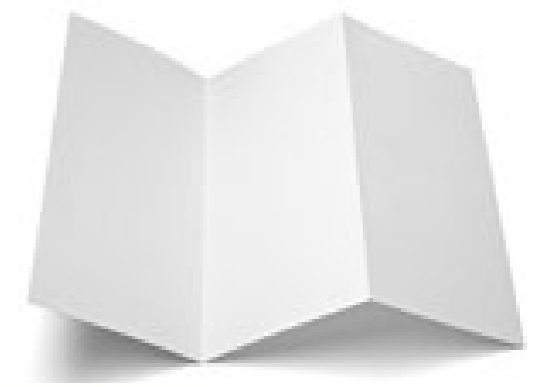
Bluetooth & Headphones

I would try to make bluetooth headsets more appealing through packaging and the use of the campaign logo.
With the proper marketing and rebranding, sales would increase, thus benefitting both parties.



Stickers & Leaflets

I would work on a trendy collection of stickers and accompanying leaflets, because smart phones are such a commodity these days.



While the debate about the danger of cell phone radiation continues, there is enough evidence to suggest a link between this and cancer.

- Raising awareness
- Using speakerphone more
- Not sleeping with the phone next to your head
- Using bluetooth for longer conversations
- Avoiding giving children smart phones