



DEATH BY GUN
ANTI-GUN DEATH MOBILE AR APPLICATION*

*built on the WitnessGEO Platform

DEATH BY GUN

More than 1.4 million people have been killed by guns in the United States since 1968. That's higher than the death toll of every U.S. war combined.

Tens of thousands of future deaths are imminent. But, somehow, we don't feel it enough to act.

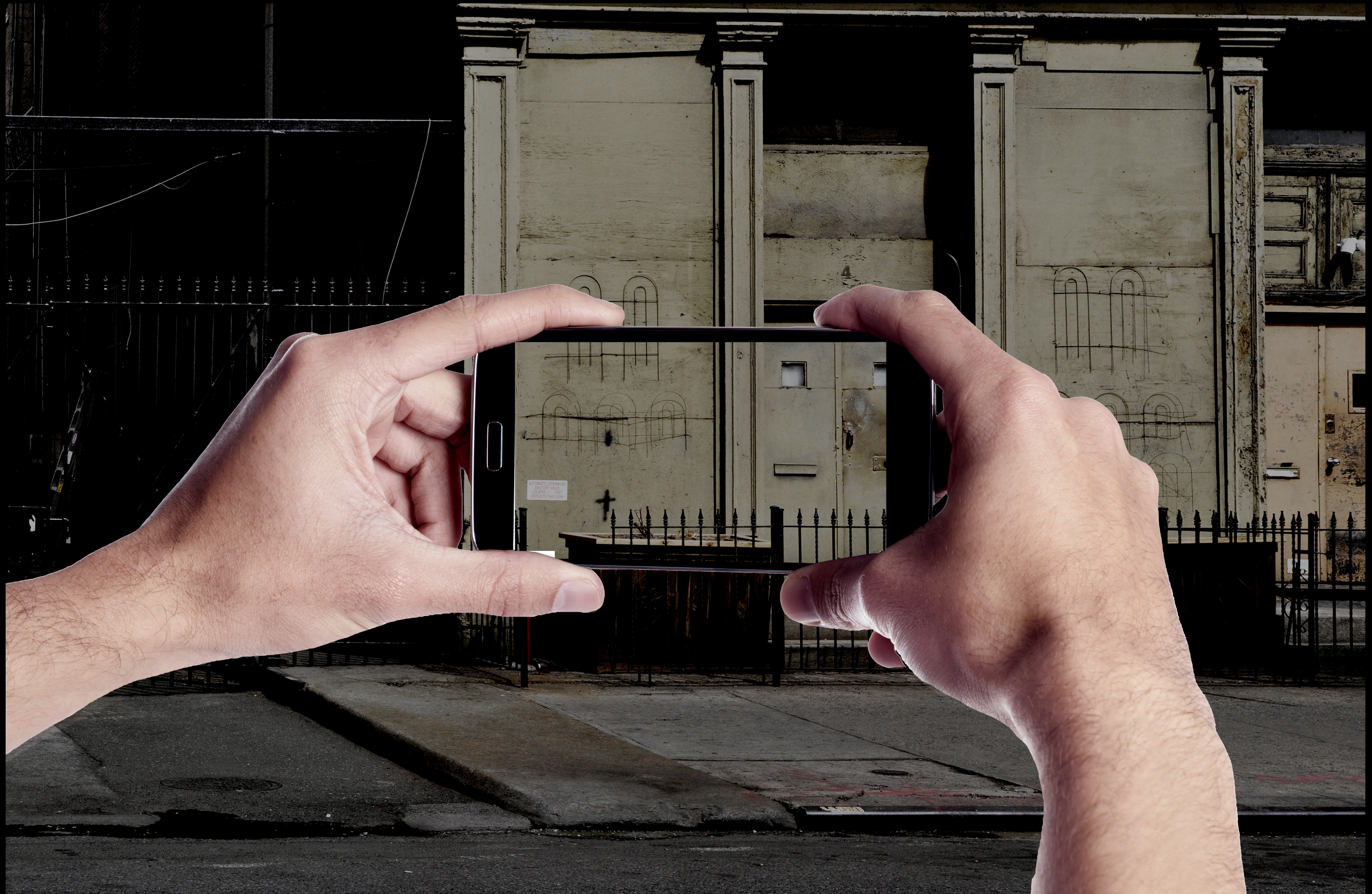
Built on the WitnessGEO platform, "Death by Gun" marries AR tech and public records with innately emotional behaviors -- eye contact, speech, human touch -- to create empathy. Users are inspired to learn more and take repeated, meaningful action.

EXPERIENCE

Empathy. Education.
Empowerment.

Walking down a street, a
gunshot sounds from our
phone. We scan the street
three hundred and sixty with
Death By Gun.

We couldn't see him before ...



... but now he stops to look at us.

Death by Gun tells us
who he is ...

Markell Scott, 19
Died by a gun, 30 yards away
Tues, 3/7/2017

...and what to do:

Ask Markell:
"CAN I HELP YOU?"



In an instant, Markell's before us,
looking us in the eye ...



We just touch his fingers to:

DEMAND ACTION:

Death by Gun uses our zip to find our local lawmakers, emails our demand for gun control to prevent future deaths like Markell's.

TESTIFY:

Shares animated GIF of Markell raising his hand to social. "I'm with Markell Scott, killed by a gun, March 17, 2017. Help prevent future deaths like Markell's with the Death By Gun app ... "

MY STORY:

Markell's story through news reports, crime reports.

FUTURE DEATHS:

U.S. map dotted with estimated 30,000 2018 deaths. A list of specific gun control measures have on-off toggles that subtract the estimate number of lives that would have been saved by each.

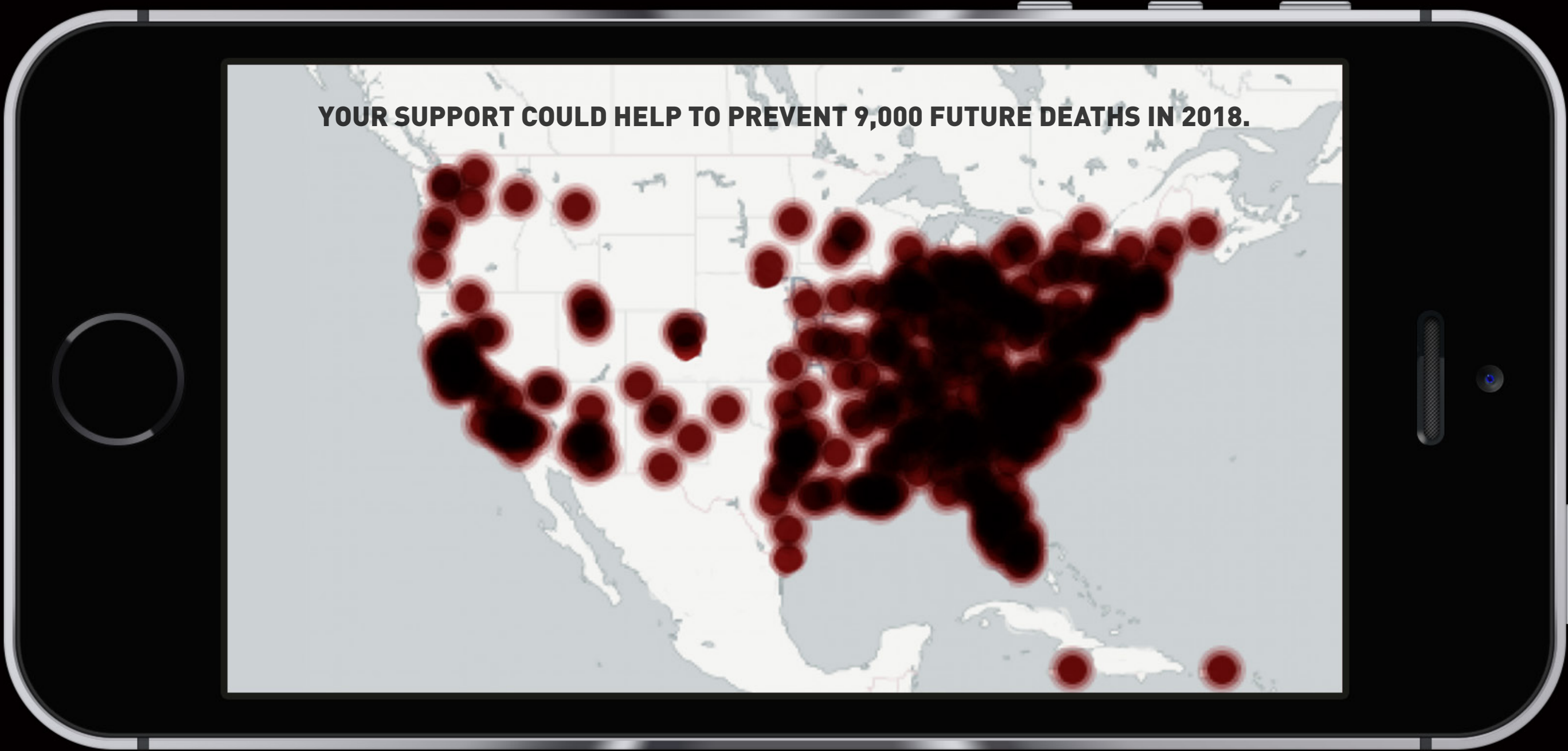
DEDICATION FIELD:

When we're finished, Markell stands alongside the other gun death victims who've helped us act with Death by Gun.



When we've finished, the Future Deaths Map 2018 appears and adjusts itself downward according to our actions:

"Your support could help to prevent 9,000 future deaths in 2018."



Markell moves away, disappears.

