



Ministry of Patriots and
Veterans Affairs

PRESS RELEASE

FOR IMMEDIATE RELEASE

April 1, 2024

Preventing Solitary Deaths with AI: MPVA Joins Hands with Private Sector to Launch Welfare Check Project for Senior Heroes

- *At 15:40 on Tuesday, 2nd, a memorandum of understanding will be signed at the War Memorial by Vice Minister of MPVA, Asia-Pacific President of Qualcomm, and CEO of Lucis.*
- *The existing smartphone application service will reach out to 1,200 elderly national merit recipients living alone by the end of April, with automatic welfare checks and emergency reporting system.*
- *Minister Kang Jung-ai: "We will do our best to implement 'Patriots and Veterans Affairs in our Everyday Lives' by strengthening welfare support through public-private cooperation so that elderly national merit recipients living alone can have a healthy retirement".*

[Korea, April 1] The AI-based welfare check application to prevent the social isolation and solitary deaths of elderly national merit recipients living alone will be promoted through public-private cooperation.

The Ministry of Patriots and Veterans Affairs (Minister Kang Jung-ai) announced that a memorandum of understanding for the AI-based welfare check service, 'BoBoAnsimCall,' will be signed on Tuesday, 2nd at 15:40, in the small conference room on the 4th floor of the War Memorial (Yongsan-gu, Seoul), attended by Vice Minister Lee Hee-wan from MPVA, Senior Vice President and President of APAC O.H. Kwon from Qualcomm, and CEO Kim Jong-sung from Lucis.

'BoBoAnsimCall' is a service that installs an AI-based integrated management and inspection application on the smartphones of elderly national merit recipients living alone, which is currently serviced by some local governments. According to the memorandum of understanding, MPVA will be responsible for selecting targets and installing the application, Qualcomm for financial support, and Lucis for service support tailored to national merit recipients.

Especially, 'BoBoAnsimCall' is expected to play a role in preventing solitary deaths and others by regularly checking on the well-being of national merit recipients via the voice of 'BoBo,' MPVA's mascot, and by making emergency reports in case of urgent situations by detecting steps, shock, and missed calls.

* **BoBo (保報): 'To protect the country (Bo: 保) and reward service (Bo: 報)'**

Starting around the end of April, this service will help 1,200 national merit recipients nationwide, who were carefully selected per risk level (high-risk, vulnerable, suspected) through a status survey conducted in conjunction with 27 regional veteran offices for solitary death prevention and management policy.

Minister Kang Jung-ai of stated, "I find it meaningful to support the welfare check service to prevent the social isolation and solitary deaths of elderly, living alone national merit recipients," and "The Ministry of Patriots and Veterans Affairs will do its best to implement 'Patriots and Veterans Affairs in our Everyday Lives' by strengthening welfare support through public-private cooperation so that national merit recipients who have dedicated themselves to the country can enjoy a healthier retirement."

Meanwhile, before the signing ceremony, Vice Minister Lee Hee-wan, along with the representatives from Qualcomm and Lucis, will also pay tribute at the War Memorial of Korea's Memorial Hall.

Attachment: Event Overview

For further information, please contact the International Spokesperson Mr. Seongwon Lee (reasonwon@korea.kr / +82-44-202-5021) of the Ministry of Patriots and Veterans Affairs.

ATTACHMENT

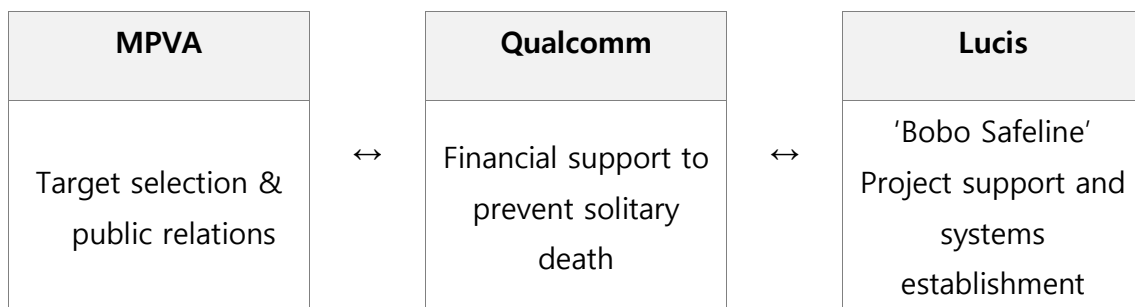
EVENT OVERVIEW

□ Background

- "Realizing first-class veterans' affairs that the country is responsible for until the end", through AI-based welfare check service for the prevention of solitary deaths of national merit recipients, facilitated by public-private cooperation.

□ Project Overview

- **(Contents)** Providing an AI-based automatic welfare check application and integrated monitoring system, "BoBoAnsimCall", to prevent solitary deaths of national merit recipients.
- **(Target/Budget)** 1,200 elderly national merit recipients living alone / 40 million won
- **(Agencies)** MPVA, Qualcomm, Lucis



□ Schedule

- **(Time)** 15:30-16:00PM, April 2nd (Tue), 2024
- **(Location)** Small Conference Room (4F), War Memorial of Korea
- **(Participants)** Vice Minister (MPVA), Senior Vice President and President of Asia-Pacific (Qualcomm), CEO (Lucis), etc