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IN SINGAPORE, URINAL CAKES INFORM PARKING VALETS IF CLUBBERS ARE DRUNK

 TELECOMMUNICATIONS

The Pee Analyser uses urinal cakes that detect alcohol levels in urine to let valets know which clubbers shouldn't get in their car.

We've already seen the [Responsible Young Drivers](#) group in Belgium create a nightclub parking lot barrier that only opened if motorists passed a breathalyzer test, and now a new initiative in Singapore is doing something similar to curb drink driving. [The Pee Analyser](#) uses urinal cakes that detect alcohol levels in urine to let valets know which clubbers shouldn't get in their car.

Installed at the popular [Zouk](#) club in the country, the system was developed by advertising agency [DDB](#). Guests using the venue's valet service exchanged their car keys for a ticket fitted with an RFID tag. The company also created urinal cakes complete with sensors that could detect the alcohol level of those using the club's toilets. If the clubber had gone over the drink driving limit, a screen next to urinal let them know they should probably call a cab or use the club's drive home service. This data was also transferred to the RFID tag for those that had them. When they came to collect their car, the tag was then checked to see if the guest was safe to drive home. The following video shows the system in action:

According to its creators, the Pee Analyser tested more than 500 drivers over a two-week period, resulting in 300 drunk revellers opting for the safe option of calling a cab. Due to the success of the campaign, which goes beyond merely warning clubbers not to drink and drive, the initiative is now being rolled out across other venues in Singapore. Are there other ways to intercept drunk drivers before they get behind the wheel?

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