FCC Distracted Driving Workshop
Technology Innovation
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Bill Stack – VP Business Development
• Subscriber has ultimate control today – power switch
  – Unfortunately, not being connected and accessible is not acceptable.
• If the mobile device rings, vibrates or lights-up, people feel compelled to take action
• Laws, mandates and policies cannot enforce compliance
  – The event of an accident is too late to identify non-compliance
  – No benchmark of frequency (and therefore risk) exists today
• Federal and State laws, corporate policies and parental restrictions will be diverse
Legislating and/or mandating technology solutions will be a long process
   - No appetite for 911 repeat-performance

Technology solution(s) must be network-efficient
   - Cannot re-engineer the network to enforce compliance
   - Accountability for responsible use lies with the owner

Wireless networks and handsets are similar, but also require customization to work effectively and efficiently

Technology solution is being demanded now by enterprises who are bearing the cost of accidents and potential liability
Engineering Challenge

• People can start driving at any time – day or night
  – Technology must be always ‘on’
• Battery burn associated with continuous monitoring
• Interaction with SMS, IM, Email and voice calls requires real-time interaction – why are you not responding?
  – Expectations of reach-ability
  – Human impatience - abandonment
• The correct response requires the knowledge of subscriber activity and who is initiating the contact
  – Subscriber activity is not currently known in any network node
Our Solution: DriveAssist

- Positioning: Personal Assistant – NOT blocking or jamming
- Product Features:
  - Automatic initiation - voice, text and data management
  - Inbound callers and text-ers receive message (subscriber is driving)
  - Inbound calls sent to IVR and to VM, texts stored and forwarded
  - Outbound calls and texts disallowed, selective data usage
  - Passenger override – with override exception reporting
  - Emergency 911 calls always allowed
  - White list, Priority notification, Location request as granted
- Hybrid Architecture: Handset Client & Network Server
Hosted Context Service Platform

KEY INNOVATIONS
No polling
Context awareness
Individual privacy and control

AEGIS SUBSCRIBER
GPS-enabled
SYSTEM LOC &
REPORT ANY SERVICE
BYPASS TO POLICY MANAGER

CALLER

PSTN

MOBILE SWITCH CENTER (MSC)

AEGIS SERVER

PARENTAL OR CORPORATE,
POLICY MANAGER

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Key Differentiation

- Automatic activation, deactivation and phone management
- Allows both outgoing and incoming E-911 calls:
  - E-911 always allowed with EmergencyContext™
  - If 911 call drops, callbacks by emergency personnel allowed
- Allows passenger override:
  - Subscriber allowed to opt-out, report sent to parent or policy manager
  - Override ‘state’ cancelled at end of trip
- Hybrid architecture solves critical issues:
  - Scalability, privacy, and handset battery life
  - Focuses on changes in ‘state’ for network efficiency
- Hybrid platform architecture allows for flexible implementation:
  - Directly integrated with Operators (IMS, 2-G, 3-G) – full network test and gating
  - Operator-independent, limited integration – reduces time to market
Obstacles and Partner Roles

- **Awareness and Education:**
  - Operators, Safety organizations and Insurance companies already have programs – more education of the risk is required
  - Promote responsible use of the mobile phone
- **Insurance discounts similar to seat belt incentives:**
  - Nationwide Insurance is the leader, and our partner
- **Wireless networks are being strained with explosion of data apps**
  - Incentives to make safe driving technology ubiquitous
- **Technology solutions are relatively inexpensive, but not free –**
  - Venture funding for directed development
  - Forum for like-minded developers and funding sources to ‘meet’