



SafeDrivingSystems

Mike Fahnert



Key2SafeDriving
SAVING LIVES

Safe Driving Systems

● Vision:

- Prevent fatalities, accidents, injuries and costs associated with the use of personal digital devices.

● Value Proposition

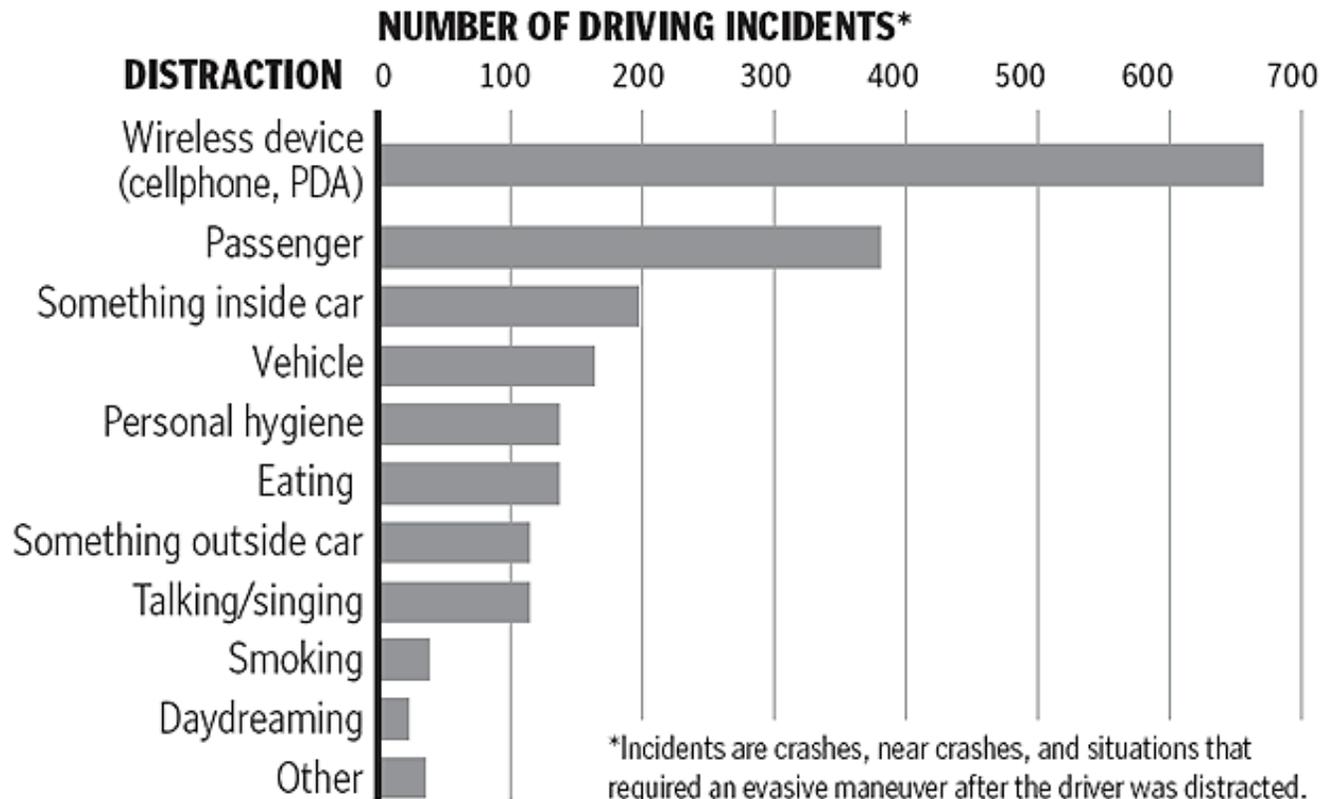
- We provide peace of mind by removing mobile phone distraction, enabling drivers to focus on the road.

● Our Motto: Stay Alive. Hang Up and Drive!



Why Focus on PDD?

From a study of 100 drivers in metropolitan Washington, D.C., whose cars were equipped with cameras and sensors.



NOTE: Subjects, who were studied for a year, knew their cars had cameras and sensors but weren't told why.

SOURCE: 100-car naturalistic study conducted by Virginia Tech Transportation Institute and National Highway Traffic Safety Administration

DAVID BUTLER/GLOBE STAFF



Solution:



Mobile Phone Software

- Safe Driving Mode
 - Prevents Texting and Talking
 - Allows Emergency Calls



Activator

- Context

Web Services

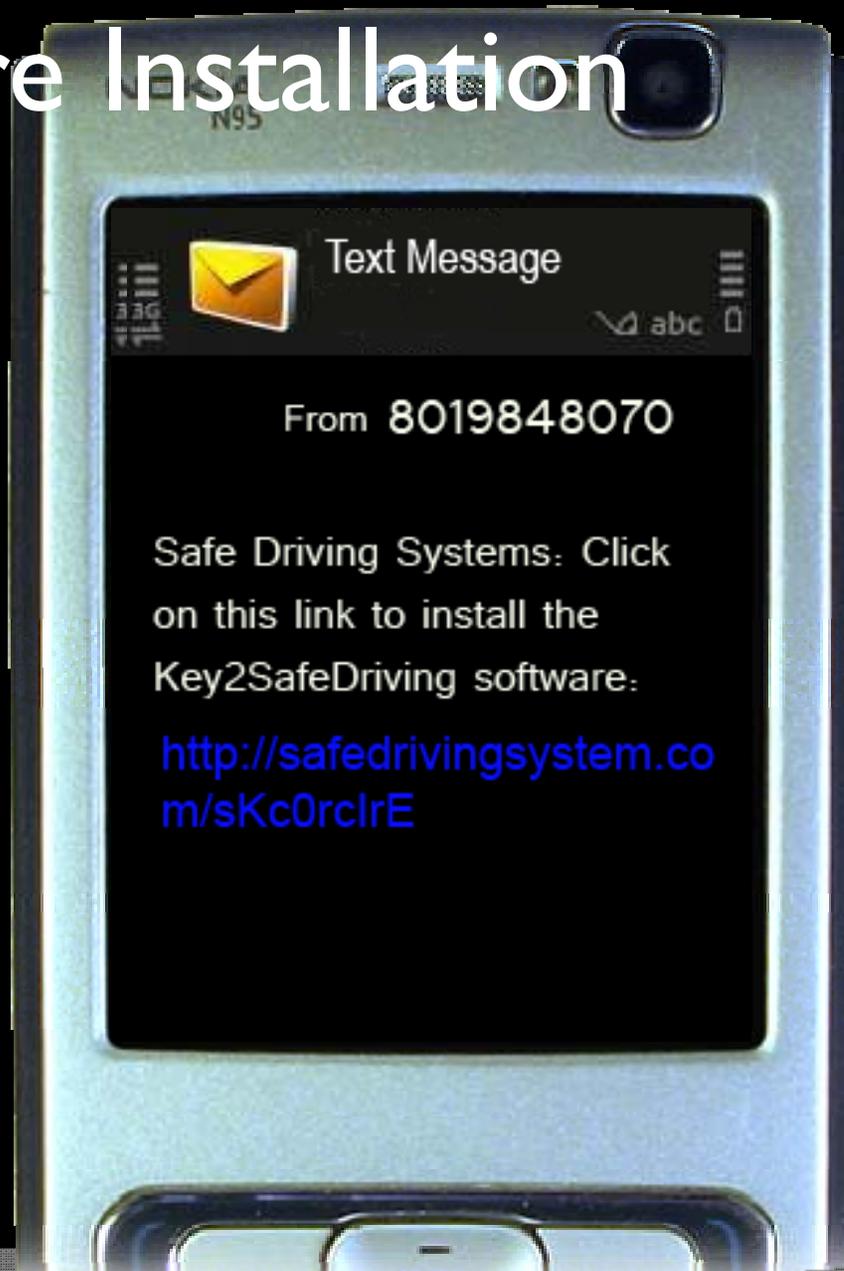
- Administration Portal
- Integration Platform
- Repository
- Reporting



Hardware Installation



Software Installation



K2SD Platform

Pervasive

Data Acquisition & Computing Engine



Profile

PDD Service Management



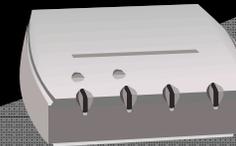
3G
EDGE
SMS

Bluetooth

WiFi
WiMax



Context



Differentiators



- ◎ *Easy*
 - Automatic Safe Driving Mode™
 - “No Tools” install. Takes less than a minute
 - leverages Existing Technology
 - Web-based management and reporting
- ◎ *Economical*
 - Under \$100
 - Savings: Potential Insurance discounts, Repairs, maintenance
- ◎ *Effective*
 - Prevents Texting and Talking while driving, Emergency Calls Allowed
 - Safe Driving Score evaluation system
 - Does not require GPS data or cell tower triangulation
 - Not dependent on specific cell phone carriers
- ◎ *Research*
 - University of Utah Research
- ◎ *Platform*
 - License, Integrate, OEM





Key2SafeDriving
SAVING LIVES

Thank You



Key2SafeDriving
SAVING LIVES