

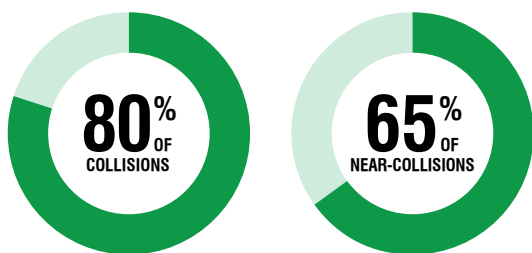


# SMARTSENSE FOR INATTENTIVE DRIVING

## How Can You Manage What You Can't See?

Driver distractions are the leading cause of most vehicle collisions and near collisions. According to a study released by the National Highway Traffic Safety Administration (NHTSA) and the Virginia Tech Transportation Institute (VTTI), 80% of collisions and 65% of near collisions involve some form of driver distraction. In most instances, the distraction occurred within 3 seconds before the vehicle crash.

Driving is a skill that requires full attention to safely control a vehicle and respond to events happening on the road – involving constant and complex coordination between mind and body. Events or things that prevent a driver from operating their vehicle safely are distractions.



Collisions or near-collisions involving some form of distraction

## Distractions don't have to happen in your fleet

Using computer vision-based algorithms and a purpose-built sensor, SmartSense™ for Inattentive Driving (SSID) is the latest technology from SmartDrive to help you ensure a safer fleet. By identifying and eliminating the most dangerous risks in your fleet — texting, drowsiness, inattentive driving and eyes off the road — SSID prevents inattention before it becomes a collision by:

- Immediately alerting your driver at the high-risk moment
- Offloading video for review so you can coach and avoid this behavior in the future.

### What is SmartSense for Inattentive Driving?

SmartSense for Inattentive Driving is an in-cab, driver-facing sensor system that uses computer vision to identify distracted driving incidents, and intervene with drivers, before a catastrophic event occurs. SSID features:



- Intelligent image monitoring and tracking algorithms
- Built-in warning sound alarms
- Infrared LED for detecting a driver's face in the dark and in tunnels
- Detection of glasses and sunglasses in all types of weather
- Detection and warning of drowsiness, negligence in looking ahead, and facial departure from road while driving
- In-cab feedback to assist drivers at the high-risk moment—avoiding a far worse outcome and ensuring it doesn't happen again



## Total Safety Protection

Providing total safety protection, SmartSense for Inattentive Driving is paired with the SmartDrive video-based safety system to provide additional context for coaching – delivering a comprehensive view of the frequency, severity and impact of distracted driving. And, by including SmartDrive Extended Recoding, fleets experience the most complete picture of what led to driver distraction, how it manifested and what the outcome was. As a result, fleets can provide

detailed feedback and actionable coaching to improve driver safety. By pinpointing distraction and eliminating it from your fleet, you immediately lower operational costs and save lives.

For more information about SmartDrive SmartSense for Inattentive Driving, contact your Sales Representative or Customer Success Manager



### DISTRACTION, DROWSY & INATTENTION TRIGGERS

Now you can identify distractions based on driver action alone – eyes off the road for a defined time period or a specific number of incidents within a time period. Infrared sensors capture distractions, even when sunglasses are worn.



### PAIRED WITH VIDEO SAFETY

Combined with SmartDrive video, so you can identify and verify distractions that would otherwise be missed by traditional safety assist technology. Video is prioritized for verification and intervention so you change the behavior before it becomes a problem.



### UNCOVERS THE FULL PICTURE

Take event video a step further with SmartDrive Extended Recording. DVRlike capabilities uncover what led to the distraction, the frequency of distraction and its duration. More context helps you and your drivers understand the extent of the risk so they can change their behavior.