



DRIVECAM

The Easy Case for Saving Lives

Much like E-readers, connected cars may be the next major consumer application of M2M technology. The car's ubiquitous nature and ability to serve as a platform for hosting a diverse array of services makes it a prime candidate to host new applications. Drivers are expecting more and more out of their cars including roadside assistance, infotainment and safety. Parents are increasingly concerned about the safety of their teenage drivers and are looking for ways to provide enhanced security for their children.

Partners



In telematics, DriveCam is using CDMA2000® technology to enhance driver safety and reduce the frequency and severity of accidents for consumers and commercial fleets. The device has two cameras (one facing the driver and another recording what the driver sees), a DVR, an audio recorder, an accelerometer, and a wireless CDMA2000 module. When the

accelerometer detects an abnormal G-force (e.g., the car suddenly stops, swerves or speeds up) it triggers the event recorder to capture the audio and video of what is happening inside the cab as well as in front of the car.

This digital video footage is then transmitted over Sprint's network to DriveCam's operations center where trained reviewers take note of, evaluate and score risky driving behavior. Customers such as fleet managers, insurance companies and parents then have access to the footage and evaluations via a secure web browser and can discuss reckless driving behavior with their employees, customers and kids – both reducing the cost of accidents and saving lives.

DriveCam has helped save lives and reduce teen driving collisions by 70%

Given the amount of video and audio data transmitted back to the operations center, cost was a major concern. Sprint's CDMA2000 network emerged as the most cost-effective solution. The network also provided excellent coverage in rural locations and ensured smooth data transfer from anywhere in the country. DriveCam exclusively uploads data between 1:00 AM and 5:00 AM – non-peak network time, keeping costs low.



DriveCam's tangible benefits include more than simple cost savings. DriveCam has helped save lives and reduce teen driving collisions by 70% in vehicles where their solution is deployed. The severity of accidents has also been reduced and teens are more likely to wear seat belts with the device installed. Improving driver safety and reducing collisions in commercial fleets has helped customers cut their fleet claims in half – generating significant savings.

Sources: Harbor Research, Inc. and DriveCam, Inc.