

DRIVER ALERTNESS RECOGNITION EQUIPMENT

Drowsy Driving

100 K

VEHICLES CRASH
EACH YEAR AS A
DIRECT RESULT OF
DROWSINESS

1 in 4

HIGHWAY TRAFFIC
FATALITIES ARE A RESULT
OF MOMENTARY DRIVER
DROWSINESS

54 %

OF ADULT DRIVERS
HAVE DRIVEN WHILE
FEELING DROWSY

1500

DEATHS PER YEAR ARE
CAUSED BY SLEEPY
DRIVING

*statistics sourced from NHTSA / NSF / DVR studies

1

AFFORDABLE
RELIABLE
SOLUTION

DARE

Don't trust your tired self!

DARE is a monitoring device that uses a camera to detect the driver's drowsiness. Depending on the severity of his sleepiness, it will send him visual and an acoustic alarm to prevent any accident.

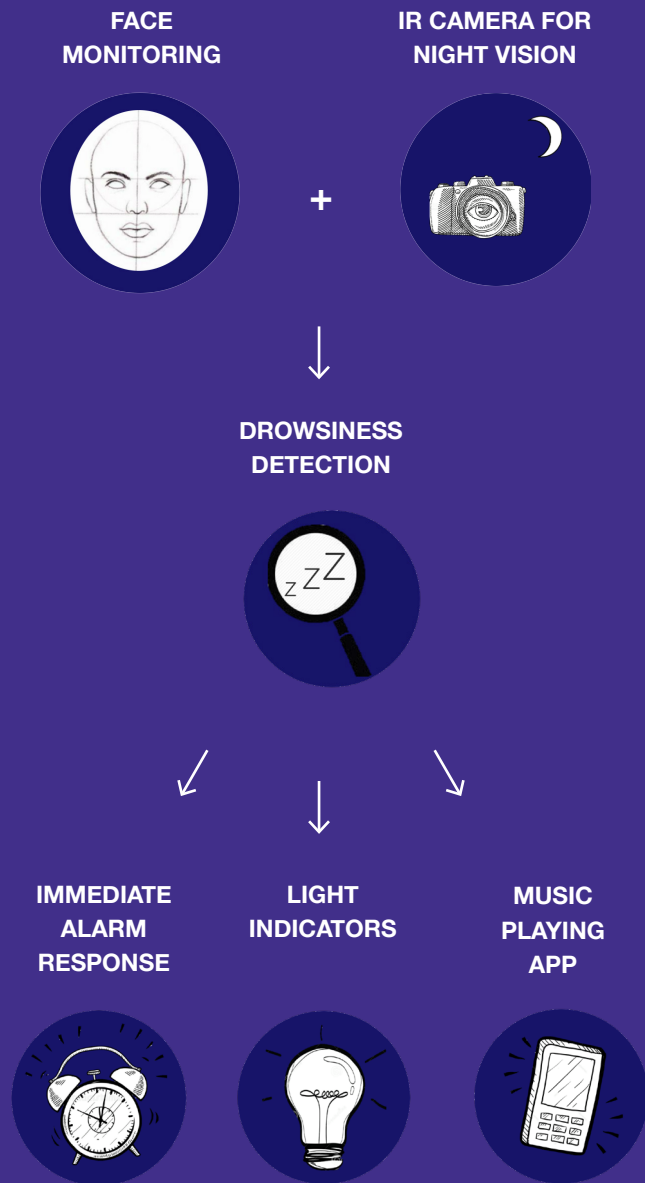


“
DARE
TO DRIVE
ALERT
& STAY
UNHURT

Simply install DARE on your dashboard and plug it into the cigar lighter. That's it, you're safe to go!

Available for only **£100**

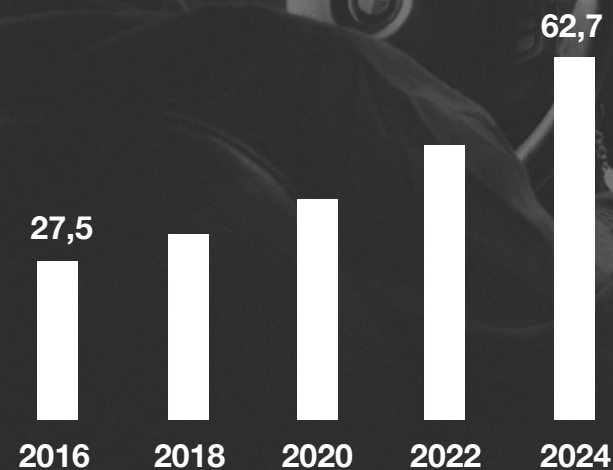
How does it work?



More info at www.arm.com

Market Potential

The global number of cars is expected to double by 2040 and reach 2 billion, according to a Bernstein report. Consequently, the Advanced Driver Assistance Systems Market is forecasted to reach \$62.7 by 2024, with a 10.8% Compound Annual Growth Rate from 2016 to 2024.



GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS
MARKET SIZE AND FORECAST IN US\$ BILLION

*sourced from variant market research

Electrical & Electronic Engineering



The Team

We are a group of 6 students studying Electrical and Electronic Engineering at Imperial College London. We chose to create DARE for our 3rd Year Group Project as it offered technological challenges and the opportunity to have a positive impact on society.