CA115 – DIGITAL INNOVATION MANAGEMENT & ENTERPRISE

This article is about Apple’s latest patent. Apple have patented technology which reduces the amount of notifications your apple devices receive while driving. Apple have started to get involved with the safer driving initiative by coming up with a means to reduce distractions to drivers. The technology work off the basis of using wearable technology, i.e. Apple watch. The technology would then use motion sensors to determine when you’re driving. If the sensor picks up that the user is driving, then it would reduce the number of notifications that would be received. This technology is a must have in modern day society. Using a mobile device while driving has become a major problem and is extremely dangerous. Governments have implemented fines and bans to those caught using their phone while driving, but this has not stopped the amount of people still texting while driving. This is where Apple’s newly patented technology comes in. Apple have a chance to regulate mobile activity while driving and cut off usage at the source. Less notifications means, less distractions, which in theory makes the road a somewhat safer place. I believe that this technology has the potential to do good for all road users and that it is a step in the right direction to finding a solution to this problem.

Article: http://www.foxnews.com/tech/2017/03/24/apples-latest-patent-could-stop-texting-and-driving.html