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**CARMA:**  
A Social Driving  
Experience



# How do we do this?

- Gather
- Analyze
- Engage





# Gather

Acceleration

Speed

Compass Heading

Longitude

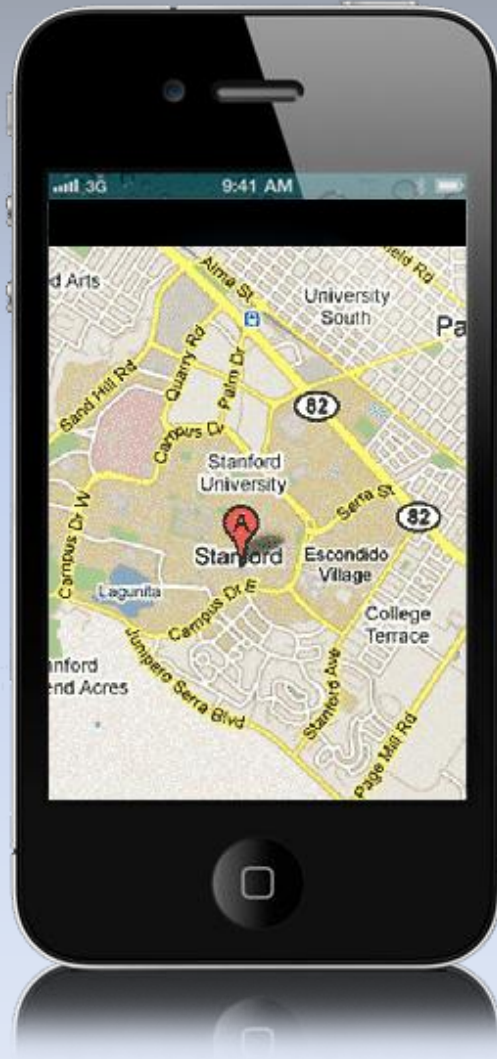
Latitude

Stoplight Detection





# Analyze



**Routes**  
**Put Data into**  
**Context**



# Engage





# The Road Ahead

Good Driver Discount





# Carma: Fin

