



wake.me.up.

every driver's personal assistant.

The background image is a photograph of a car accident, heavily tinted with a blue color. It shows two vehicles involved in a collision. On the left, a dark-colored sedan is partially visible, with its front end crumpled. On the right, a light-colored sedan is more severely damaged, with its front end completely crushed and its body panels buckled. Debris is scattered on the ground between the cars. The overall scene conveys a sense of tragedy and the severity of automobile accidents.

a fatal automobile accident
every 15 minutes.

A photograph of a person sleeping in the driver's seat of a car. The person's head is resting against the window, and their eyes are closed. The image is overlaid with a semi-transparent blue filter. The text "1 in 25 drivers reported sleeping at the wheel..." is written in white, bold, sans-serif font across the center of the image.

1 in 25 drivers
reported sleeping
at the wheel...

...in the **past month**.

wake.me.up.

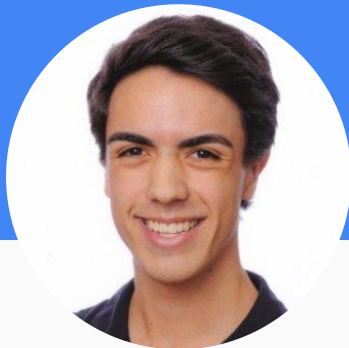
keeps you alert at the wheel
via hands-free Fitbit
smartphone integration.

Our team



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