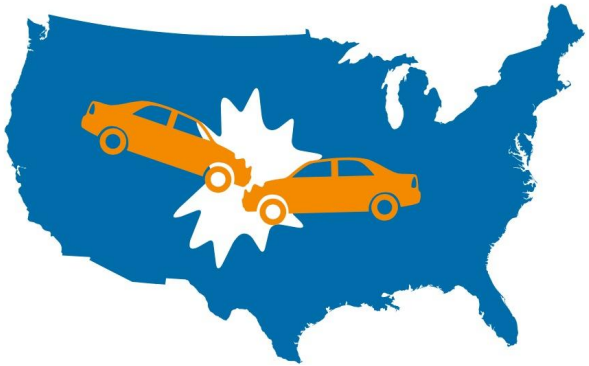
Data Processing for Safer Roads

BIG PICTURE

Car crashes are the No. 1 killer of teens in America.

Crashes cause far more teen deaths each year than homicide, suicide, cancer and drugs.[1]



With no adult passengers, the risk of 16- or 17-year-old drivers being killed in a car crash increases 44% with one passenger under the age of 21;

it doubles with two young passengers, and quadruples with three or more young passengers.[4]

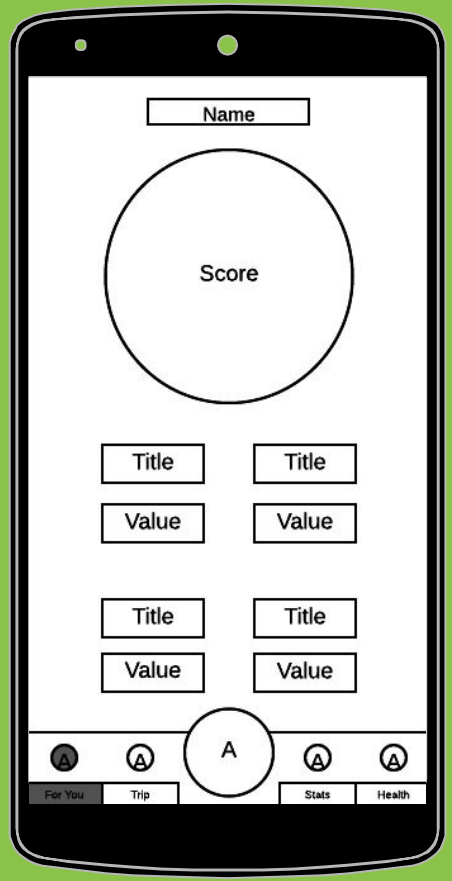
PROPOSAL

A “digital driving profile” created by the collection and analysis of the data produced by a vehicle.

To allow the “digital driving profiles” to be accessible to third parties (Parents, Bosses, etc) to provide oversight on an individual’s driving tendencies.

Single-User

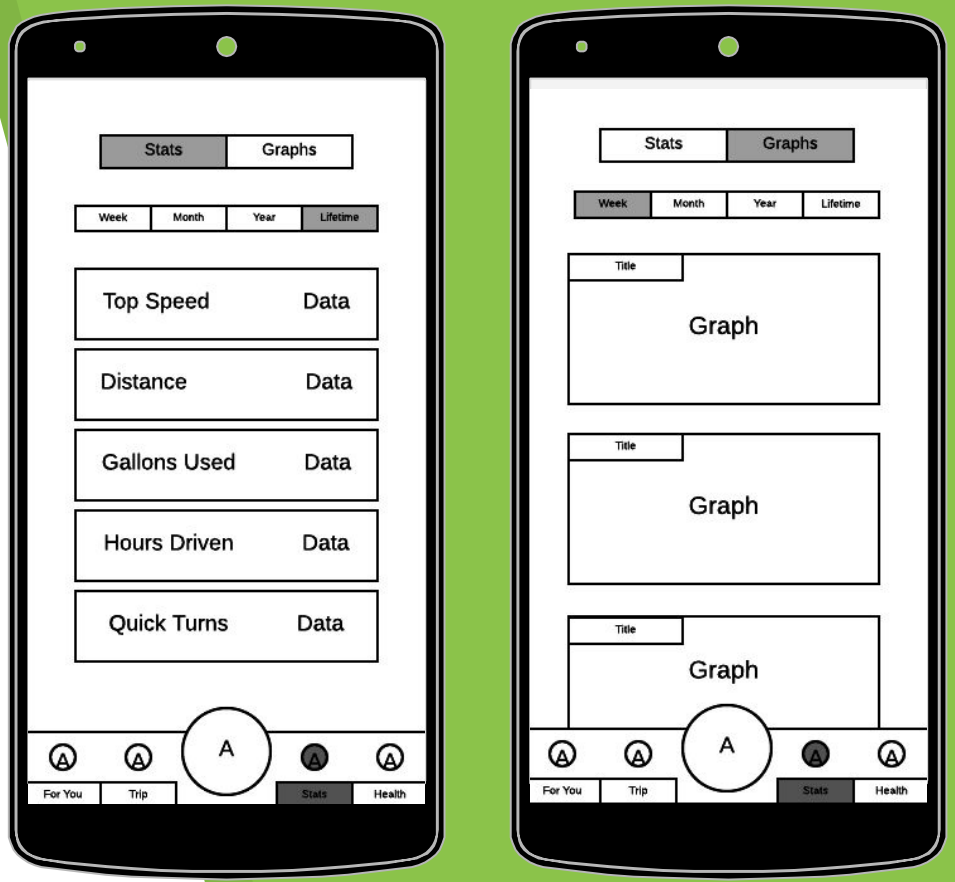
- “Smart Car” functionality allows for tracking car health and sensors.
- Individual oversight on driving tendencies and behavior.
- Customizable notifications and alerts.



Data Analysis and Visualization

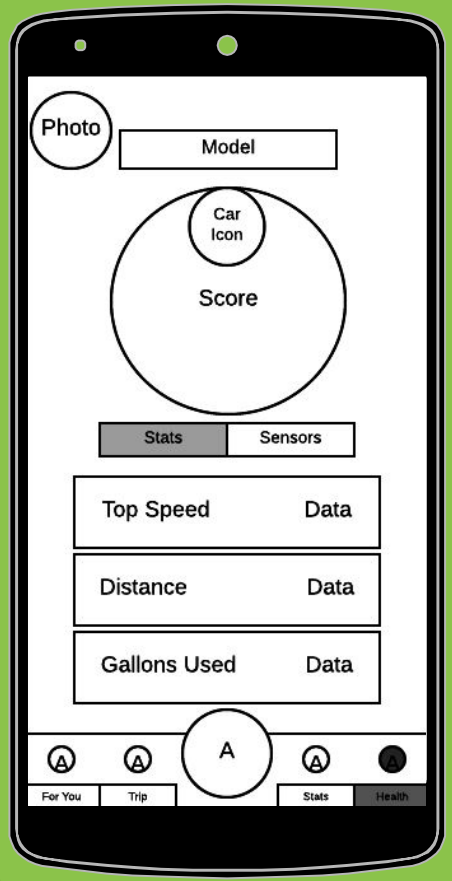
- Raw data analysis via numbers. (ie. Top Speed = 78 mph)
- Data visualization via Graphs and Charts to present growth and improvement.

- Variable timeframes to highlight long and short term progress.



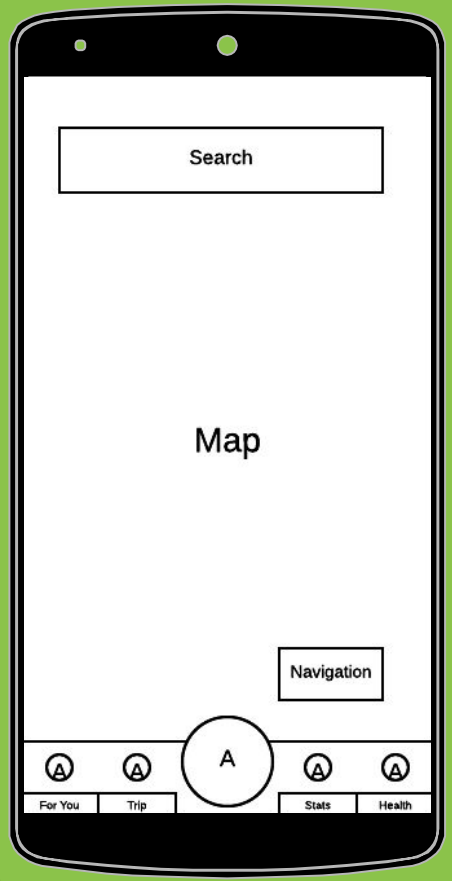
Car Health and Sensors

- View various statistics regarding the health and condition of the car.
- Become the mechanic and diagnose sensors such as the check engine light.
- Customize notifications or alerts such as oil changes every 2000 miles.



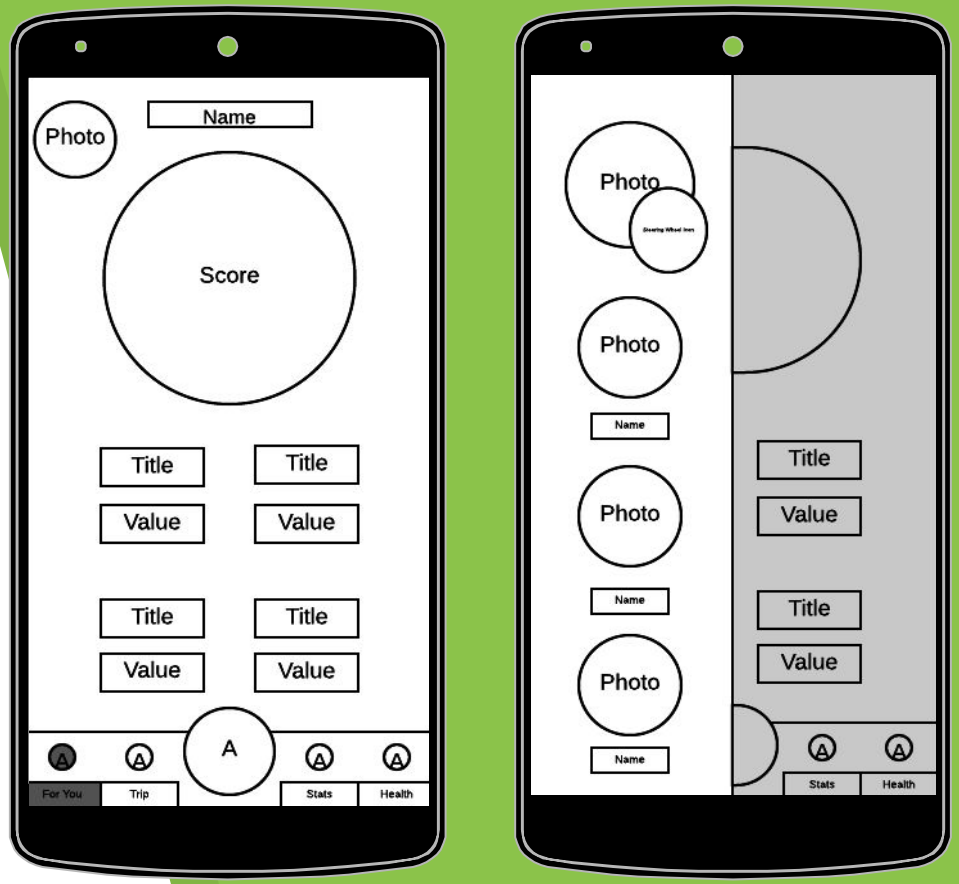
Navigation and Application of Phone Sensors

- Phone additionally provides number of data inputs that can be leveraged for analysis.
- Use of the forward facing camera to track eye movements, Microphone to analyze current car noise atmosphere, etc



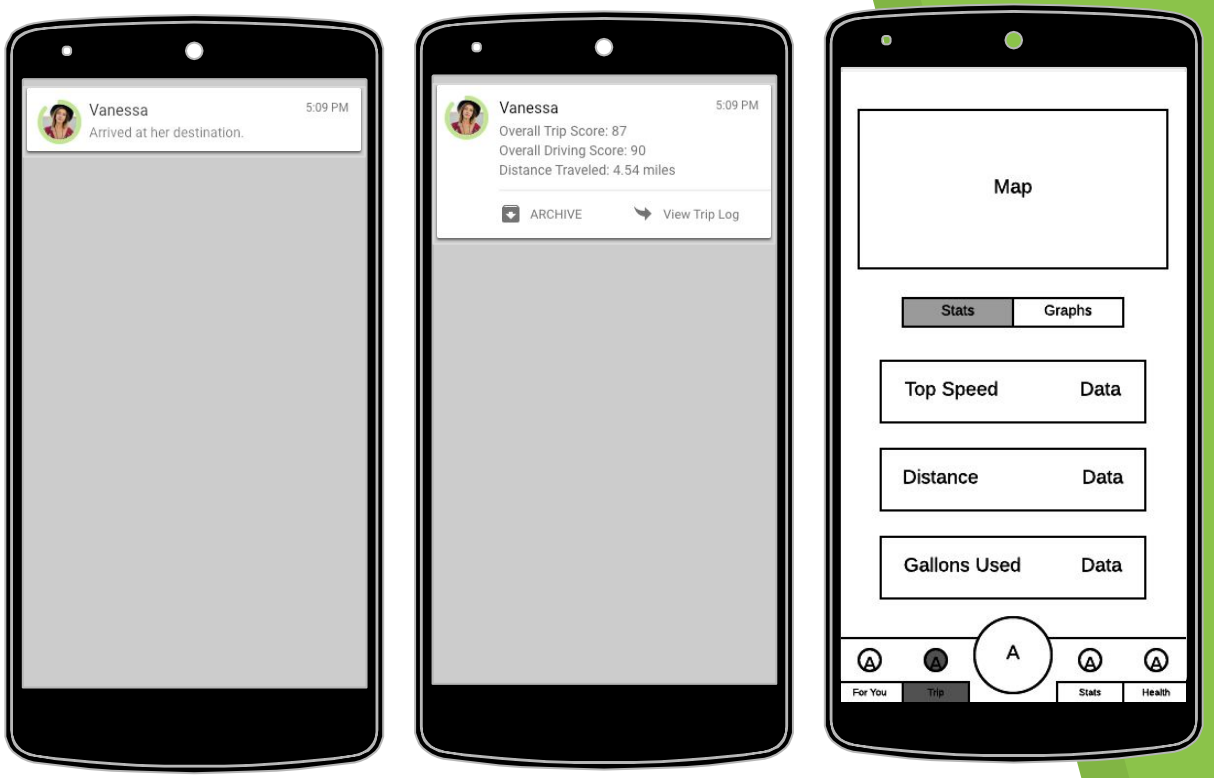
Multi-Profile Features

- Ability to provide oversight on other drivers.
- Customizable notifications and alerts allow for varying oversight. (Speeding violation, Destination arrival, etc)
- Creation of a virtual presence inside the car.



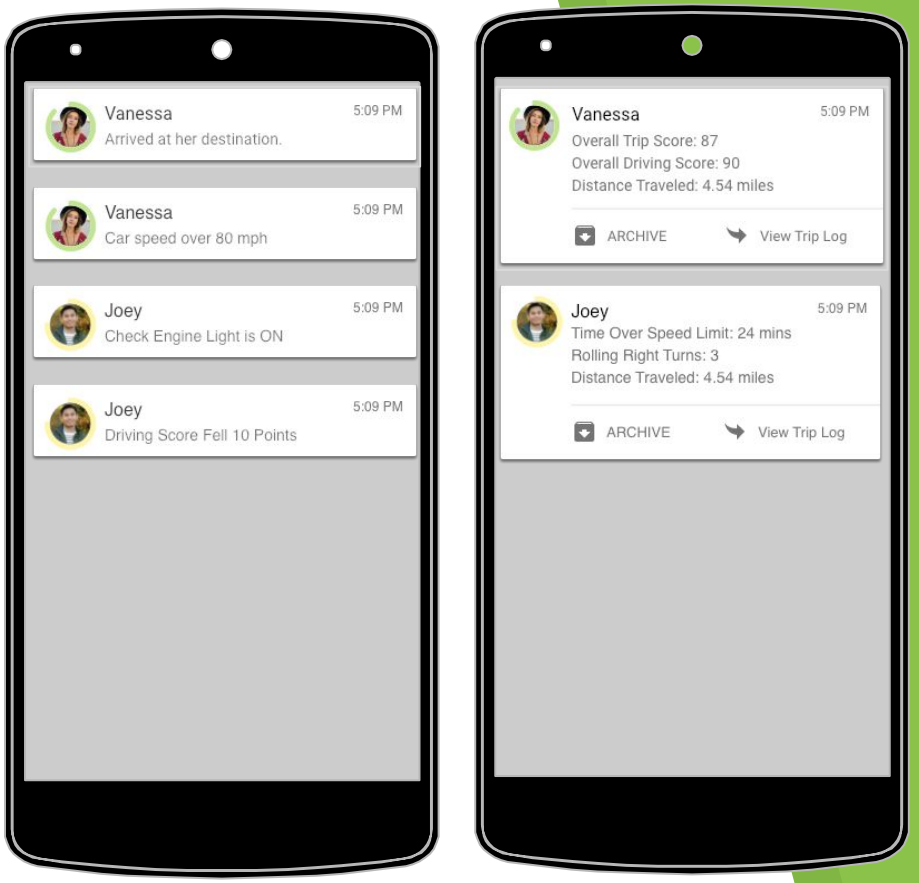
Multi-Profile Features

- Allows for real time information and status updates for loved ones, employees, etc.
- Fully customizable and scaleable to different types of alerts.



Notifications

- Customizable alerts allow for variable oversight.
- Ensure your drivers are driving safely.
- Receive information immediately about car health and sensors.



Questions?

Carrier
9:41 AM
42%
Joey Santos
87
Distance / Day
38.4 mi.
Acceleration Score
8.7 / 10
Efficiency
32.4 mpg
Braking Score
7.7 / 10
Profile
Trip
Stats
Health

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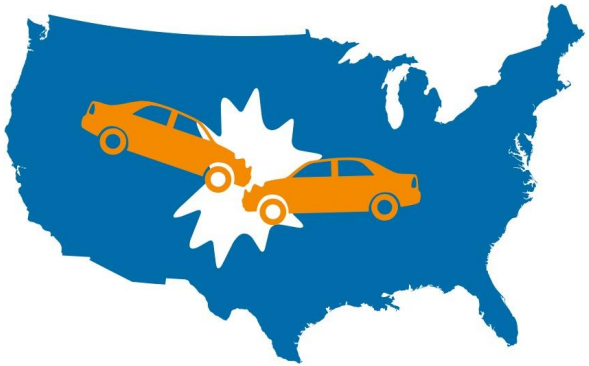

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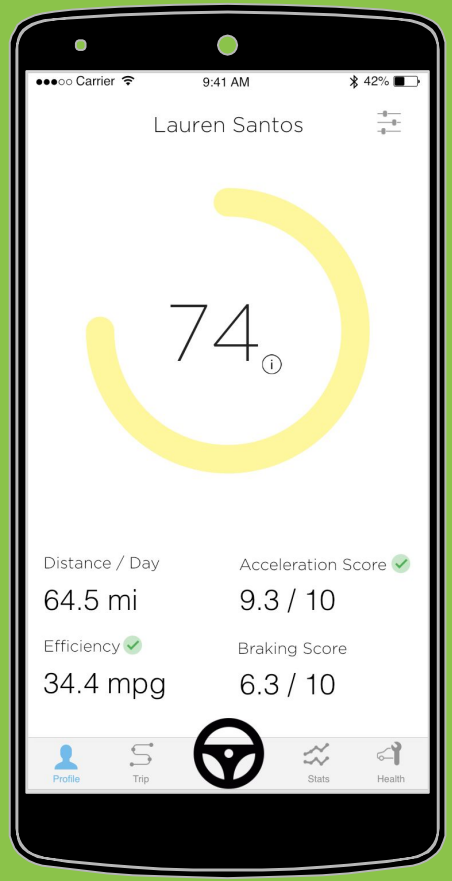

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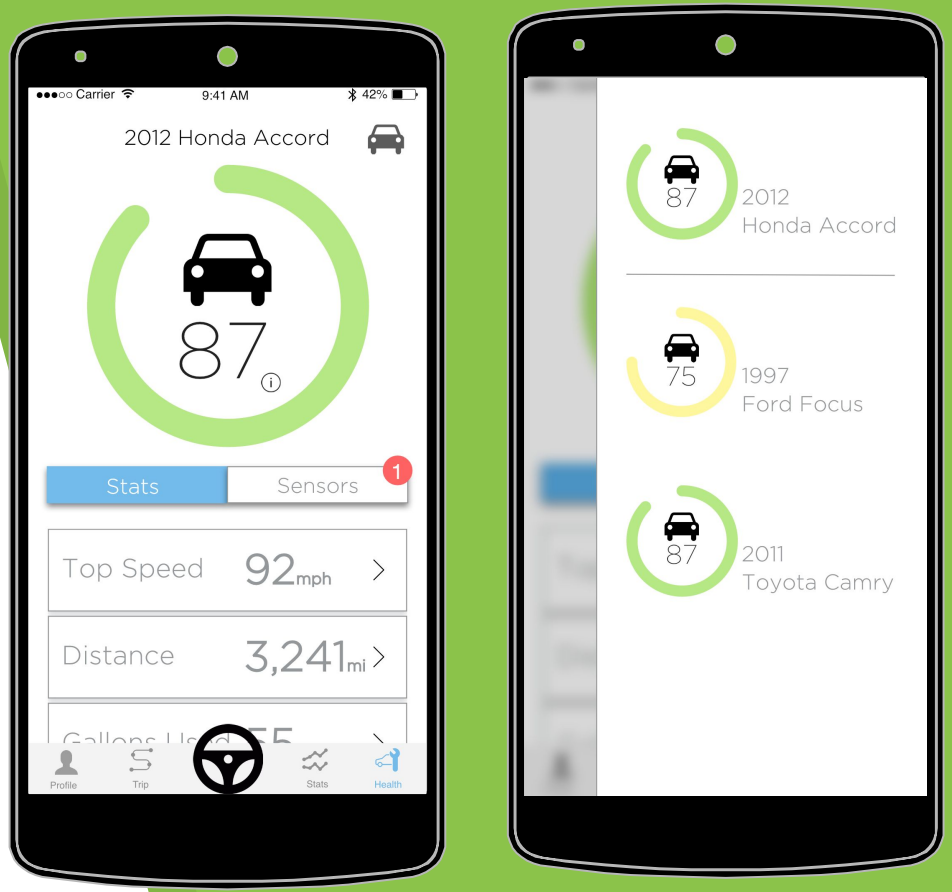

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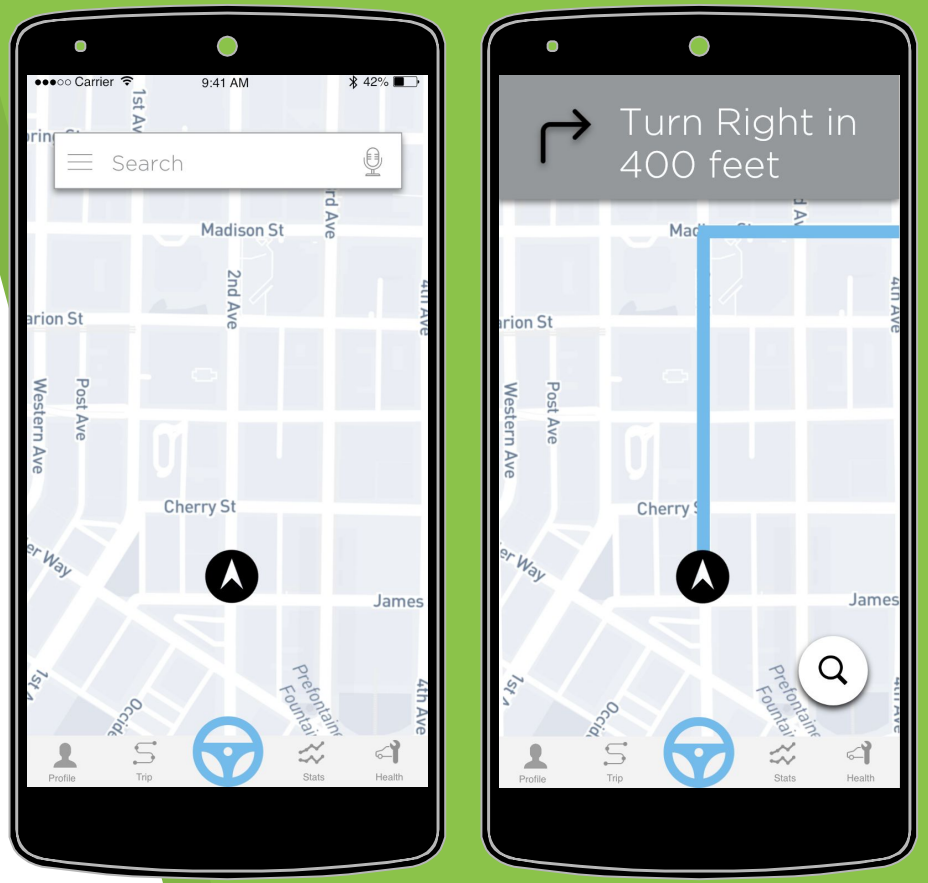

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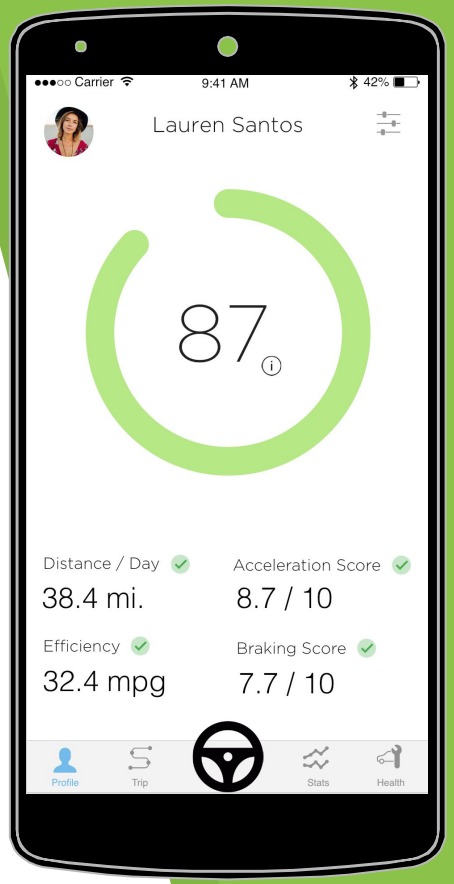

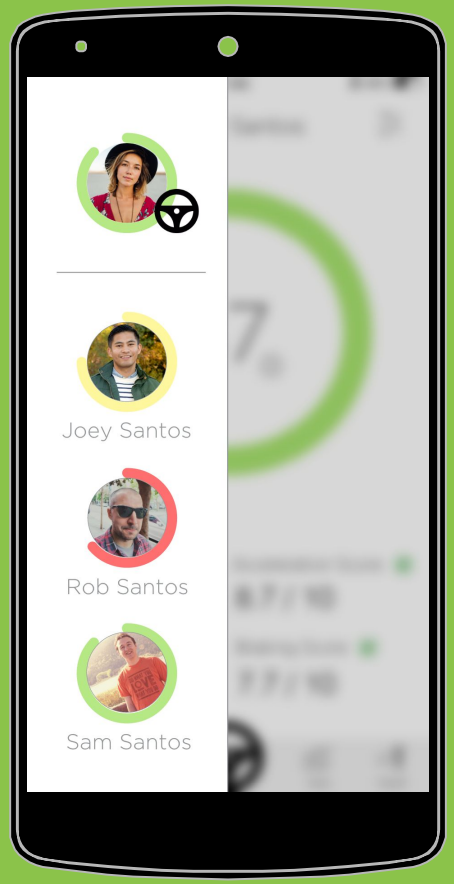

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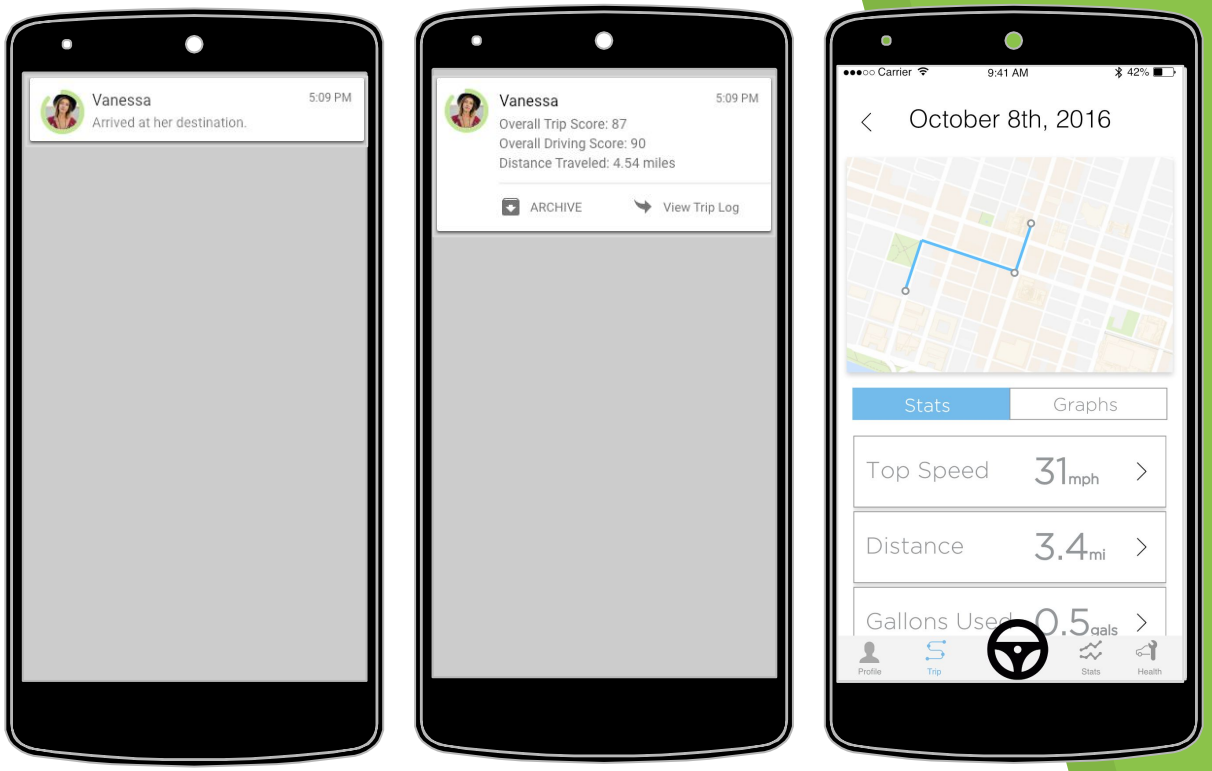

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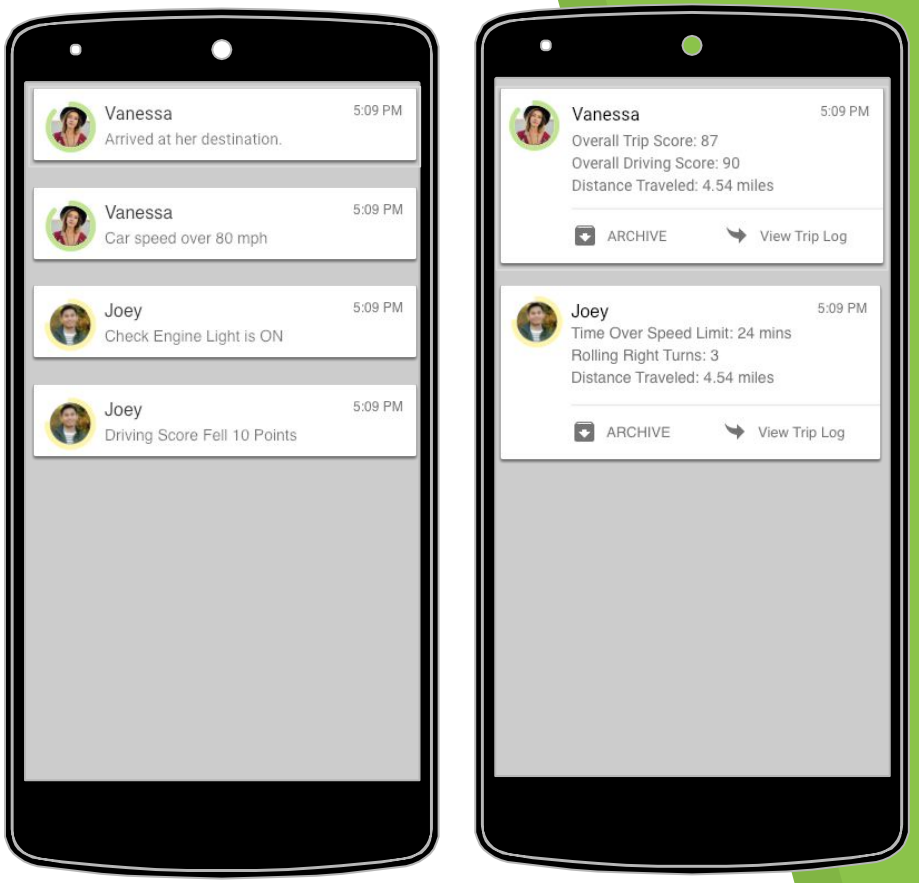

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Joey Santos
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Distance / Day
38.4 mi.
Acceleration Score
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Efficiency
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Braking Score
7.7 / 10
Profile
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Stats
Health