

FLEETSAFER – Safe, Legal, Undistracted Driving

A Hands Free Solution to Reduce
Liability, Risk, Costs and
Accidents

ARE CELL PHONES DISTRACTIVE WHILE DRIVING?

- Using a cell phone while driving, places demands on a driver's attentive resources, which is dangerous.
- Studies have shown that drivers who were distracted by cell phone use, were unable to properly estimate safe stopping distances, anticipate hazards, and choose the appropriate time to enter into a line of traffic.
- Research indicates that they are also four times more likely to crash, injuring or killing themselves and/or other people.

TYPES OF DISTRACTIONS



Visual



Physical



Cognitive

Drivers who use a cell phone, whether hand-held or hands-free

- are much less aware of what's happening on the road around them
- fail to see road signs
- fail to maintain proper lane position and steady speed
- are more likely to 'tailgate' the vehicle in front
- react more slowly and take longer to brake
- are more likely to enter unsafe gaps in traffic
- feel more stressed and frustrated



Must Communicate Hence Distracted Driving
Texting, Calling/Talking, Emailing, Browsing



The Result of Distracted Driving
Not Legal Not Policy Compliant



Unsafe Driving Potentially Brings Liability, Risk, Costs,
Scope of Employment Litigation and Accidents



The Law & Company Safe Driving
Policy Implemented

The Problem

- 1 – Rapid Proliferation of smart (touch + eyes) devices
- 2 – NHTSA – 1m crashes, 500k injuries, 5k deaths
- 3 – \$25k per crash, \$150k per injury, \$3.6m per fatality = \$40BN
- 4 – Compliance Challenges (Pew Internet and Fresno State)

CORPORATE LIABILITY

If crash occurs, risk and liability rolls up to the enterprise

- Company vehicle or personal vehicle
- Employee or company liable phones
- Business and non-business hours
- Distraction, call, browsing, email or text, was or was not specifically business related
- Not even “distracted” at the time of the accident

* REGARDLESS OF TIME OF DAY OR PERSONAL OR BUSINESS CALL THE CORPORATION OR GOVERNMENT OFFICE CAN BE LIABLE

Why?

- Court cases have consistently had broad “scope of work” definition
- Plaintiff’s attorney’s can readily/easily connect cell phone use to employers
- Established pattern of behavior (based on cell phone records)

Research Reports(NETS) Indicate the Following Impact and Outcome From Non Compliance

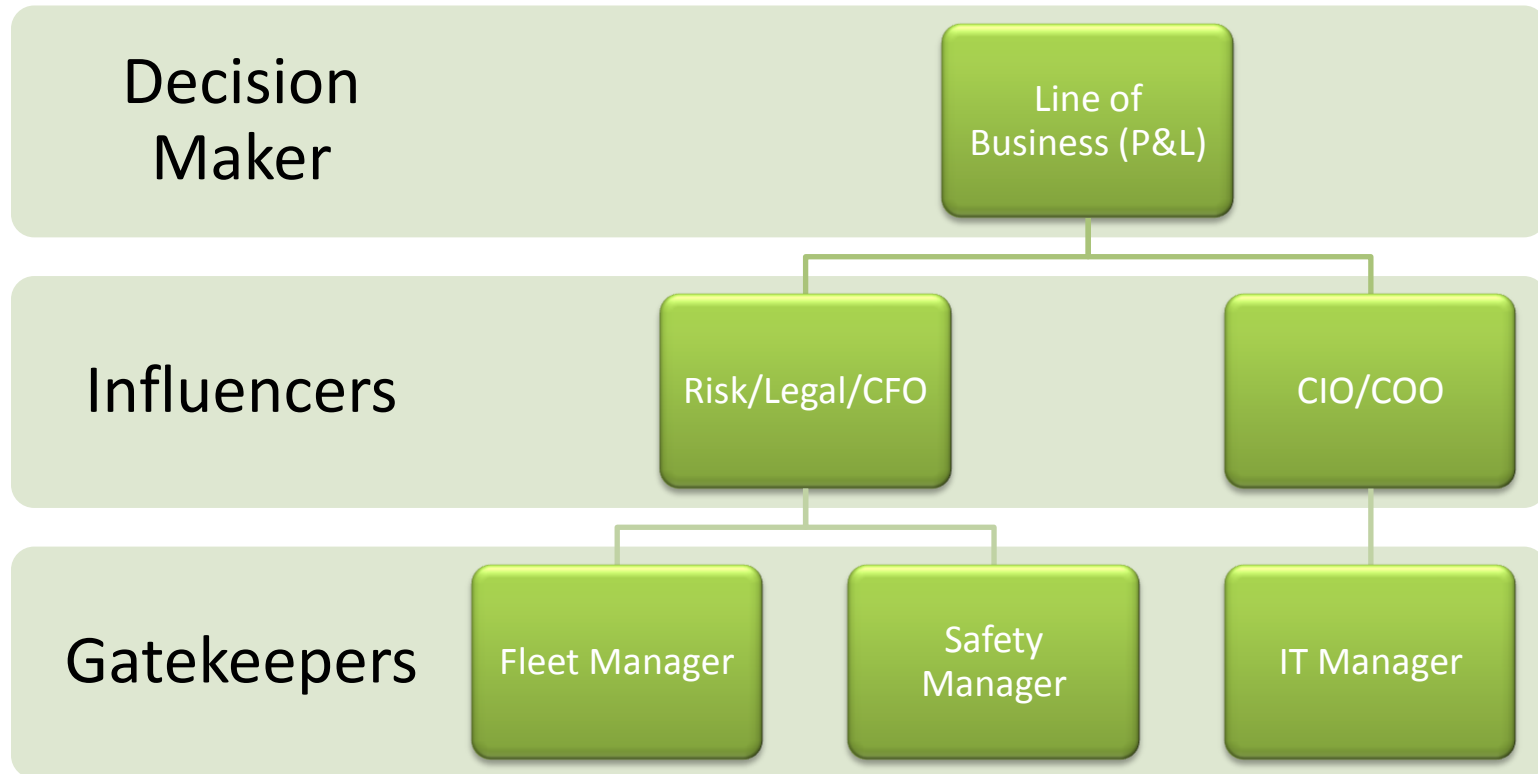
Policy in Place (86%)

- Ban the Use of Any Type of Phone (43%)
- Allow Handsfree in Cases (57%)

If Violation Occurs:

- Disciplinary Action (70%)
- Termination (50%)
- Issue a Warning (37%)
- Conduct a Commentary Drive (Mgmt onboard)
- No Special Action

MULTI-LEVEL BUY-IN



THE SAFE DRIVING LAWS IN CANADA

- As of February 2010, the following Canadian jurisdictions have banned hand-held cell phone use while driving: British Columbia, Saskatchewan, Ontario, Quebec, Prince Edward Island, Nova Scotia, and Newfoundland and Labrador. Of note, these bans are only for hand-held cell phone usage and not hands-free usage (Alberta 2011/ NB 2011)
- Drivers who cause a collision while using a cell phone or who are observed driving unsafely while using the device can be charged under a number of other provincial, territorial, or federal laws including, but not limited to: dangerous driving, careless driving and criminal negligence causing death or injury.

BANNED CELLPHONES AND OTHER DEVICES



The LAW: Bill 118, the *Highway Traffic Act* (the "HTA")

- A driver must not hold, operate, communicate or watch the screen of a hand-held electronic communication device, one of the purposes of which is to process or compute data
- A driver must not send or receive text messages or electronic email on any type of electronic device.

ALLOWED CELLPHONES AND OTHER DEVICES



A person may use an electronic device in a hands-free telephone function while driving and a person may listen to sound from a hand-held audio player, if:

- The electronic device, as well as any part or extension of it, is not held or operated by the hand; and
- It is voice-activated or requires only one touch in order to initiate, accept or end a call; and
- If the device includes an earpiece, that earpiece can be worn in one ear only and must be placed on the ear prior to driving; and
- The electronic device is securely fixed to the vehicle or worn securely on the person's body, and is within easy reach of the driver's seat; and
- The device must be installed in a manner that does not obstruct the driver's view of the front or sides of the motor vehicle or interfere

HAND MICROPHONES



A “hand microphone” is a communication device used principally for commercial purposes (e.g., delivery business). The device consists of a hand-held unit that:

- Is operated by a push and hold to talk function; and
- Allows for oral communication, but not for the transmission and receipt of oral communication at the same time.
- A person may use a hand microphone while driving if:
 - The device is within easy reach of the driver’s seat; and
 - **The device is not held in the hand**; and
 - Is securely fixed to the motor vehicle or worn securely on the person’s body in a manner that does not obstruct the person’s view of the front or sides of the motor vehicle or interfere with the safety or operating equipment of the motor

FLEETSAFER

FleetSafer

For fleets (includes Administration Portal with reporting) – with full multi-trigger capability. Designed specifically for corporate customers, FleetSafer enables employers to proactively enforce cell phone usage policies to eliminate texting, emailing and dialling while reducing crashes, risk and liability.

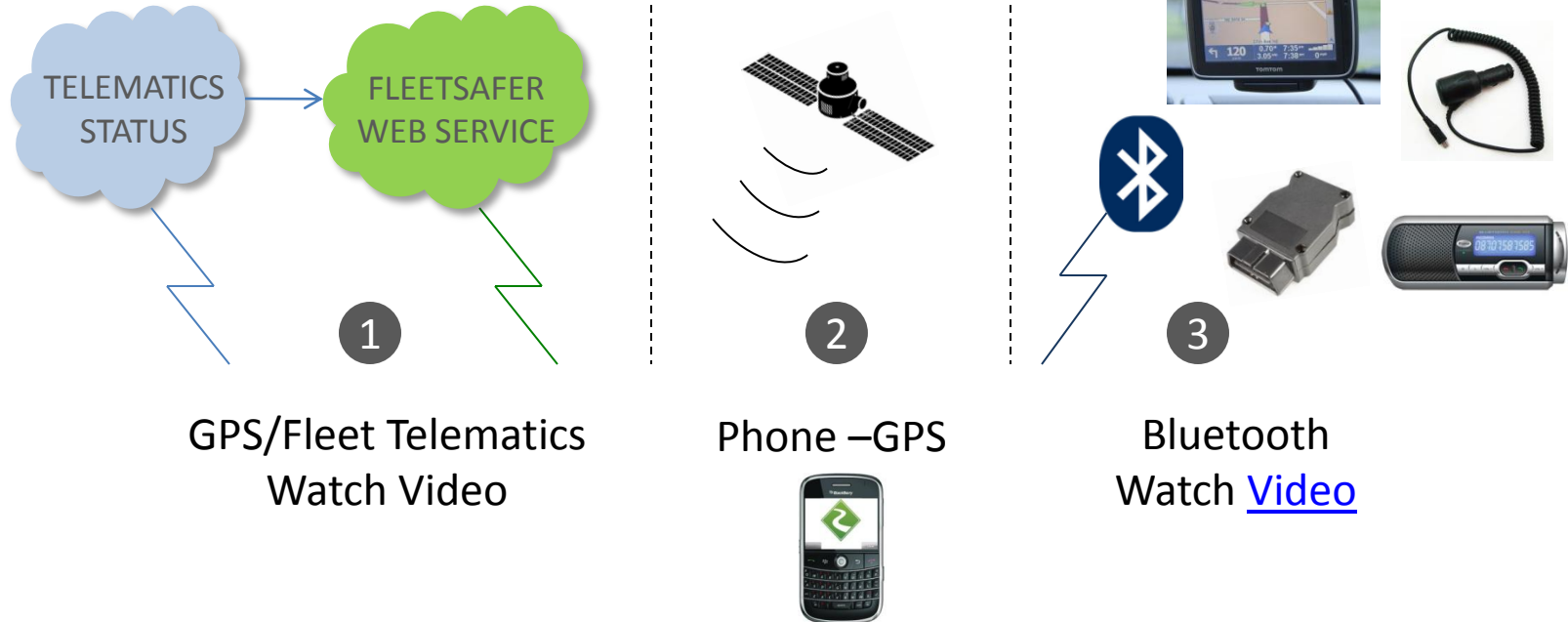
- Full Reporting 24/7
- User Management
- Policy Management
- Policy configuration options
- BES and Administrator Portal Distribution
- Not a GPS Tracking Product
- A Single Annual Payment

ARCHITECTURE



[Note: Downloaded software is by default in downloads folder]

Safe Drive Mode Triggers



MOBILESAFER & TEENSAFER PRODUCT

MobileSafer

for mobile business professionals

- Web download and it works
- Bluetooth trigger only
- Can make/receive hands-free calls
- Manages auto-replies directly on the device

(ITI offers a special Bluetooth Token Charger Adaptor)

- Single payment per year or monthly
- Bluetooth calls and 911
- No reporting
- No user management
- Limited policy configuration options
- Not a GPS Tracking Product

TEENSAFER

TeenSafer

- For teens - parent creates account
 - Parent is notified of user activity—install, start/stop driving, etc.)
 - Cannot be changed nor deleted
 - Prevents texting, browsing and email while engine on
-
- Single payment per year or monthly
 - No reporting
 - Bluetooth calls and 911
 - Alerts and notification
 - No user management
 - Limited policy configuration options
 - Not a GPS Tracking Product

BLUETOOTH TOKEN CHARGER

- ZoomSafer has sourced a charger with a “Bluetooth” token
 - For users who don’t have an in-car Bluetooth system
 - \$34.95 plus S&H (\$7.95)
 - Provides a Bluetooth token (not a hands-free system) to automatically launch ZoomSafer once the car is turned on
 - Can be used by itself or in conjunction with other hands-free Bluetooth solutions
 - Especially useful for those who wear their Bluetooth headset as part of their day to day activity and only want the ZoomSafer system activated when they get into their car
 - Bluetooth calls and 911



For corporate managers, FleetSafer is simple and inexpensive policy management software that **prevents employees from texting, browsing and emailing** while driving and minimizes risk, liability and accidents.

Say good bye to crashes, liability and un-enforced policies.



ZOOMSAFER SAFE DRIVING FEATURES

- Simple to Use – Installs in minutes over the air with zero hassles or headaches.
- Starts Automatically – Whenever you are driving based on multiple “triggers”
- Locks Keypad and Screen plus Silences Alerts – Eliminates temptation to text or email while driving.
- Sends Auto Replies – Responds to texts/emails/phone calls telling others when you’re busy driving.
- Allows Hands-Free Calling – Stay connected with your hands on wheel and eyes on road.

KEY COMPETITIVE ADVANTAGES

- Patented solution
- Policy-based, Excellent Compliance Reports
- Prevents texting, email, browsing, IM, etc.
- Optionally supports hands-free calling
- Enterprise management portal
- Multi-trigger support

Return on Investment

- Cost of Crashes
- Cost of Scope of Employment Accidents
- Cost of Poor Driving Habits
 - Braking
 - Tires
 - Fuel
- Cost of Environmental Programs – Going Green
 - Emissions
 - Setting Reduction Goals
 - Education of Drivers
 - Purchase Gas Credits

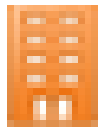
“SAFETY IS THE BEST ECONOMIC FOR AN ENTERPRISE”



FLEETSAFER
ADMINISTRATOR INFORMATION

EASY-TO-USE ADMINISTRATIVE PORTAL

- Policy Management
- User Management
- Usage, Safe Driving Analytics and Exception Reporting



Policy



Users



Reports



DEPLOYMENT OPTIONS

- Email distribution from Admin Portal
- Blackberry Enterprise Server (BES) or other MDM
- Company Branded Registration Page

USER MANAGEMENT

- Import bulk “users” (Excel)
- Add, update, delete users
- View Events and Stats
- Manage policy updates and software downloads

DETAILED REPORT TYPES 24/7

Report Type

Subscribers

New Subscribers

Usage and Events

Policy

User Exits

Fast Restarts

Inactivity

No Install

EVENT REPORT - SAMPLE

Browser: https://myzoomsafer.com/reports?url=usageAndEvents&refresh=true&deviceFamily=All&product=All&device Zoom Safer Inc [US] Google

Search: ieso

ZoomSafer Reporting

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Date Time	User ID	Last Name	First Name	Event Type	Event Subtype	Event Details
July 29, 2010 @ 08:29:51 AM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 08:35:05 AM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 08:40:08 AM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 08:53:22 AM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 08:10:18 AM EDT	4	r	Michael	autotoot	driving	
July 29, 2010 @ 08:13:51 AM EDT	4	r	Michael	email	blocked	
July 29, 2010 @ 08:13:51 AM EDT	4	r	Michael	autoreply	email	
July 29, 2010 @ 08:19:14 AM EDT	4	r	Michael	autotoot	stopped	
July 29, 2010 @ 09:01:37 AM EDT	4	r	Michael	autotoot	driving	
July 29, 2010 @ 09:02:18 AM EDT	4	r	Michael	email	blocked	
July 29, 2010 @ 09:02:18 AM EDT	4	r	Michael	autoreply	email	
July 29, 2010 @ 09:05:58 AM EDT	4	r	Michael	autotoot	stopped	
July 29, 2010 @ 09:34:51 AM EDT	4		Georges	call	diverted	
July 29, 2010 @ 10:00:21 AM EDT	4		Georges	call	diverted	
July 29, 2010 @ 11:11:28 AM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 11:12:20 AM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 11:12:42 AM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 11:13:11 AM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 11:37:28 AM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 11:38:38 AM EDT	4		Georges	autoreply	email	
July 29, 2010 @ 11:39:38 AM EDT	4		Georges	email	blocked	
July 29, 2010 @ 11:42:05 AM EDT	4		Georges	email	blocked	
July 29, 2010 @ 11:42:05 AM EDT	4		Georges	autoreply	email	
July 29, 2010 @ 11:45:05 AM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 12:20:41 PM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 12:23:50 PM EDT	4		Georges	autotoot	stopped	
July 29, 2010 @ 12:24:22 PM EDT	4		Georges	autotoot	driving	
July 29, 2010 @ 01:19:28 PM EDT	4	r	Michael	autotoot	driving	
July 29, 2010 @ 01:20:38 PM EDT	4	r	Michael	autotoot	stopped	
July 29, 2010 @ 01:22:40 PM EDT	4	r	Michael	autotoot	driving	

Internet | Protected Mode: Off 75%

WHY ZOOMSAFER For SAFE DRIVING



Reduce accidents, minimize liability and risk, save money from potential Scope of Employment litigation by distracted drivers



Create, deploy and enforce safe driving corporate policies



Flexible policy management-based software to meet enterprise safe driving requirements for Restrictive Policies



Patented service-based triggers initialize safe driving policies on mobile phones.



Open architecture can trigger off GPS, telematics, Bluetooth, or other services.



Measurable results. Analytics and reports help enforce policy / modify behavior. Reports available 24/7

THANK YOU - QUESTIONS

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