

# Fact Sheet



## DriveCam – Facts & Fiction

Every 5 seconds in the United States a motor collision occurs and every 12 minutes a fatality occurs. Each year over \$230 billion is spent on collision claims – a number equal to approximately 2% of our overall GDP. And driving remains the leading cause of death among professions (as tracked by the Bureau of Labor Statistics) and teens 16-17 years old. Moreover, it is estimated that commercial fleets waste some \$40 billion in fuel expenses every year. The fact is that 95% of this waste is avoidable.

As proven experts in the science of safe and efficient driving, DriveCam reduces collision-related expenses and fuel costs in hundreds of commercial fleets worldwide. Combining sight and sound, program management, real-time driver analytics, expert analysis and driver coaching, DriveCam's approach has reduced vehicle damages, workers' compensation and personal injury costs by up to 80 percent in more than 150,000 commercial and government vehicles around the world.

## **HOW DRIVECAM WORKS**

### **What is DriveCam?**

DriveCam's Program consists of a palm-sized digital event recorder mounted in the vehicle, cellular upload process, DriveCam Online (DriveCam's web-based review system) and regular Program Reviews. The Program is designed to capture video and audio inside and outside the vehicle when triggered by abrupt actions (such as hard braking, sudden acceleration, swerving or a collision) and provide real-time feedback to the driver. The risky driving events are then analyzed, scored and posted to a secure website for driver coaching and improvement.

### **Are there any third-party studies that prove the DriveCam Program is effective?**

Yes. There are two long-term studies that have been completed and several others that are still being run. The first study was conducted by the University of Iowa and the second study by the Virginia Tech Transportation Institute (VTTI). The University of Iowa study concluded that there was a 70% reduction in risky driving behavior in those vehicles using the DriveCam Program. The VTTI study, funded by the Federal Motor Carriers Safety Administration (FMCSA), studied two large national trucking companies and found that the number of risky driving events was reduced by 52.2% in the first fleet and 37% in the second fleet for those vehicles running the DriveCam Program.

### **What does DriveCam record?**

DriveCam's exception-based video event recorder captures sights and sounds inside and outside the vehicle. The forward facing (outside view) lens captures a 76-degree viewing area in the front of the vehicle. The inside lens captures what is happening inside the vehicle plus whatever is visible through the side and rear windows.

## **How much of my day does DriveCam capture?**

DriveCam is exception-based and does not capture the full work day. DriveCam only captures 12 seconds (8 seconds before and 4 seconds after a triggering incident) when a risky driving event occurs. On average, only 4.6 minutes per vehicle per month – or 9.3 seconds per vehicle per day – is captured. Good drivers often go several days without triggering a single 12-second recording.

## **What happens to the video?**

When an event is triggered, the video and data are uploaded (via Sprint's nationwide cellular network) to DriveCam's Analysis Center. DriveCam experts assess the event for risk. Events with no meaningful risk or policy violation receive a zero risk score and are not directed to the client for follow up. Events that meet a threshold of concern will be marked as requiring coaching; incidents displaying exceptional driving will be identified for positive recognition.

## **How secure is the data?**

DriveCam uses state-of-the-art security to protect the data. Only those people in your company with appropriate password-protection access are able to view the videos. Events are encrypted via SSL and the encrypted packs are sent across the Sprint data network.

## **Can the device be triggered by non-risky driving, such as hitting a pothole?**

It depends upon the force experienced by the vehicle. DriveCam uses proprietary software to reduce the number of these non-risky events that are actually saved and sent to DriveCam for review. Those that are reviewed, but involve no risk, receive a zero risk score and are not directed to the client for follow up.

## **Can DriveCam be activated manually by the driver in the case of emergency events?**

Yes. DriveCam can be activated manually by the driver by simply activating the manual event button. In addition to emergency events, drivers have used this feature to validate service issues such as a locked gate making a property inaccessible, an unruly passenger, traffic problem causing a service delay, etc.

## **DRIVER/COMPANY ISSUES**

### **How does DriveCam benefit drivers?**

Prior to DriveCam, if a driver was involved in a traffic incident, he/she may have been unfairly assigned responsibility for the incident. With a DriveCam recording, the driver has unbiased evidence to exonerate him/her in the event of a traffic incident. Often, it captures erratic moves by other drivers, which is many times the root cause of collisions, and protects against false statements by others and fraudulent claims against the driver.

DriveCam is a coaching/improvement tool that aids in a driver's professional development by identifying and correcting unconscious faulty driving habits and techniques. It has been proven, through use by hundreds of companies, to improve driver behavior and make drivers safer. Ultimately, the goal of the Program is to ensure drivers will return home after work each day.

### **What is the company going to use DriveCam for?**

Safety is always a number one priority for both companies and their employees. The goal of DriveCam is to prevent collisions and any related potential injuries to employees and other people. This is accomplished by identifying and correcting unsafe driving practices through coaching – before a collision occurs.

### **Can management look in "live" at my driving?**

No. Management cannot look in "live" or monitor drivers on a real-time basis. There is no way to monitor what's going on in a vehicle while it's happening.

## **Can someone retrieve video beyond the 12-second triggered video recording?**

No. The memory is constantly being overwritten. Only the 12-second triggered event is saved.

## **Can the Video Event Recorder be triggered remotely?**

No. The video event recorder cannot be triggered remotely. Only abrupt driving actions can activate the recorder. Also, the recorder cannot be pre-programmed to randomly record.

## **Is DriveCam an attempt by the company to play “Big Brother” and watch its employees all the time?**

No. DriveCam records in a continuous loop and is constantly overwriting the recording. It is an exception-based recorder that only records the critical 12 seconds when something unusual happens. Only those incidents that are saved to the video recorder can be reviewed – after they are uploaded via cell to DriveCam’s Analysis Center.

## **Is DriveCam intended to be punitive?**

No. DriveCam is not intended to be punitive. It is intended to reduce risky driving by helping drivers understand how they can improve their driving skills. In addition, it captures erratic moves by other drivers, who are often the root cause of incidents. In these instances, DriveCam exonerates drivers when they are not at fault.

## **Does the use of DriveCam create a new set of driver policies?**

No. DriveCam does not create any new policies. It is a tool to help improve driver performance, safety and ensure compliance with existing company policies. Consequently, any risky behaviors identified through DriveCam are usually already addressed by existing company policy and will follow the same procedures already in place.

## **Why does my company need DriveCam?**

DriveCam is being installed to help reduce the number of risky driving incidents and help your company realize a substantial reduction in claims costs associated with risky driving. In addition, DriveCam protects against fraudulent claims against the company. Without the DriveCam video, evidence is sketchy and inaccurate. Blame may be falsely applied to a driver and thus jeopardize his/her job.

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As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Our solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 150,000 commercial vehicles. In addition, DriveCam has monitored and analyzed data from over 3 billion driving miles and holds the world’s largest database of risky driving, which is continually used to improve proprietary analytics and deliver insights into transportation industry trends. DriveCam was recently recognized as #30 in *The Wall Street Journal’s* listing of Top 50 Venture-Backed Companies. For more information, visit [www.drivecam.com](http://www.drivecam.com).