

## The Solution

- Autolog is a device designed to increase vehicle safety by logging unsafe cellphone use in a vehicle
- Autolog's celltinel technology analyzes the signal, time stamps it and categorizes by type of communication
- The logged data can be used by Insurance Companies who wish to provide incentives to their clients for safe driving and thus promote safe driving practices by their clients.
- Similar programs by the insurance companies today monitor safe driving behavior but only Autolog monitors the #1 distraction that plagues our drivers today.
- Autolog's monitoring service can be used by fleet owners and parents or guardians to monitor safe driving behavior in their vehicles.
- Autolog can remotely download its logged data for quick review of unsafe cell phone use in a vehicle. The device will provide a metric of the leading cause of accidents caused by driver distraction, cell phones.



Questions? Please feel free to  
contact Trinity-Noble.

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Preserving human life  
through innovative solutions.



## The Need

Nearly 6,000 teens die in car crashes every year, a statistic that hasn't changed in more than a decade. Research shows that both parents and teens believe alcohol is the cause of most crashes involving teen drivers, the primary causes of most teen crashes between 2003 and 2005 were because of driver error (87 percent).

Cell phone distraction causes 2,600 deaths and 330,000 injuries in the United States every year, according to the Human Factors and Ergonomics Society.

Drivers talking on cell phones are 18 percent slower to react to brake lights, a recent study found. They also took 17 percent longer to regain the speed they lost when they braked. That frustrates everyone.

Nearly 75% of Drivers Use Cell Phones While Driving

## Employer and Employee Liability

An insurance company's employee dropped his cell phone while driving. As he bent down to pick it up, he ran a red light and killed a father of three. The insurance company was included in the family's lawsuit even though the employee wasn't driving on company business or using a company phone. The company settled for \$500,000.

While talking about business on her cell phone, an attorney struck and killed a 15-year-old girl. The law firm settled for an unknown amount but the attorney was ordered to pay \$2 million herself.

A lumber wholesaler sales rep struck and severely injured a woman while driving and talking. The company settled for \$16.2 million.

## The Solution

- Guardian Angel, with patented Celltinel technology, is a device that transmits a frequency that inhibits the use of cellular handheld devices within a focused immediate area: The Driver's Seat
- This life saving device can be manufactured or retrofitted into any existing vehicle's power system.
- Has multiple sensors detecting specific criteria for preventing cell phone use for the driver (including texting, and surfing the Internet). This criteria includes preventing driver cell phone use if the vehicle is traveling above a certain speed or if Bluetooth-enabled hands free devices are not detected.



## The Need

Currently illegal cell phone use is difficult to determine. If a driver is using a cell phone while driving and is involved in an accident, the burden of proof is on the law officer at the site of the accident. Drivers involved in cell phone-related accidents will deny using the phone prior to the accident or drop the phone if pulled over.

Traffic safety agencies have a great deal of difficulty gathering data/metrics about illegal cell phone use. A recent field study conducted by the Insurance Institute for Highway Safety required months of field study to conclude that teen drivers at 25 North Carolina high schools were ignoring the ban on handheld cell phones. This required many hours of field personnel observing the high school parking lots as students came and went.

Insurance companies are paying claims to drivers who most likely caused an accident while distracted (talking on the phone, surfing the Internet, texting) with no concrete proof that the driver was at fault.

