



# DriveAlert<sup>+</sup>™

STAY ALERT & ENGAGED

An early warning driver fatigue monitoring system

  
**DriveRisk**  
MANAGE • MOTIVATE • MITIGATE

Getting Australians Home Safely



Your second set of eyes

 **DriveAlert**  <sup>TM</sup>

STAY ALERT & ENGAGED



# » IMPACT OF FATIGUE AND DISTRACTED DRIVING IN AUSTRALIA

Australian truck drivers have a higher risk of dying at work than any other Australian workers, by 13 fold, making it one of the most dangerous occupations in Australia\*.

Fatigue and distraction are two of the top four causes of fatal car accidents in Australia\*. For fleet drivers who are on the roads for extended periods of time and at night time, the risk of fatigue onset and distracted driving increases significantly.

## **Fatigue Monitoring**

Sleepiness and driving is a dangerous combination and can be just as fatal as drink driving. Just like alcohol, sleepiness slows driver reaction time, decreases awareness and impairs judgement, increasing the risk of a serious collision.

### **Fatigue can lead to:**

- Impaired reaction time, judgement and vision
- Problems in concentrating and short term memory
- Decreased performance and vigilance
- Increased moodiness and aggressive behaviours
- Microsleeps and falling asleep

## **Distracted Monitoring**

Being distracted for just 4-5 seconds at 100km/h means driving blind for the length of a football field. When we consider how much could go wrong in this time, the most devastating outcome is not the collision itself but the potential of a driver fatally or seriously injuring themselves or someone else on the road.

### **Distraction can lead to:**

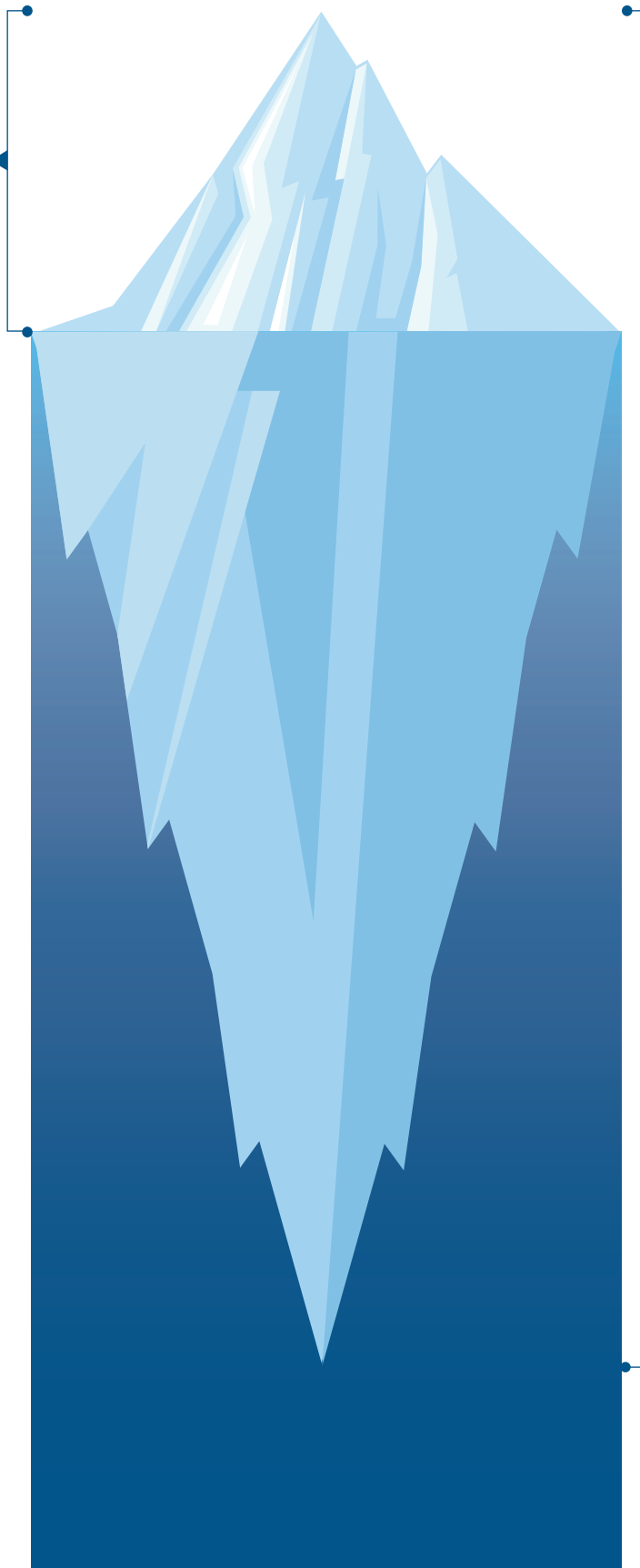
- Impaired reaction time
- Decreased performance and vigilance
- Increased likelihood of a serious collision

\*Source: Monash University. Monash study finds truck driving among Australia's most dangerous jobs. (2018).

\*Source: Budget Direct. Car Accident Statistics (2020).

# Don't settle for the tip of the iceberg

Other Active  
Fatigue Monitoring  
Technology:



**DriveAlert+**  
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& DriveCam



# DriveAlert+™

STAY ALERT & ENGAGED

## An Early Warning Driver Fatigue Monitoring System

DriveAlert+ is a driver fatigue monitoring system and early warning solution that actively tracks eyes and facial features to detect fatigue and distracted driving behaviours.

Acting as a second set of eyes in the cab, DriveAlert+ helps to maintain alertness on the road by recognising, predicting and alerting drivers of risky behaviours.

## Benefits for fleet operators

DriveAlert+ helps fleet operators understand what is happening in their fleet and address risky driving behaviours before a fatality occurs.

- Through direct risk measurement and our reliable real-time feedback loop, you can create sustainable change, build a safer work culture and retain more drivers
- Observe and record risky driver behaviours and coach drivers with our easy to use Business Intelligence dashboard
- DriveRisk ensures a holistic safety system is in place, down to revising a company's HR policies and offering policy advice and escalation paths that satisfy top-level managers and fleet drivers to ensure smooth change management
- Our Driverisk team check in regularly to discuss your fleet's progress and suggest continuous improvements from a business perspective

## Benefits for drivers

- DriveAlert+ is an early warning driver fatigue monitoring device that saves lives and returns drivers home safely to their families.
- DriveAlert+ technology accurately detects objects and full head movements which results in less false positives and causes less distraction to drivers than other risk mitigating systems
- The early warning system in-cab voice notifications and seat vibrations provides drivers with opportunities to self-correct accidental risky driving behaviour

## Hardware benefits

- Mounting flexibility - can be placed anywhere on a windscreen where it won't obscure the drivers view
- State of the art infrared camera
- State-of-the-art infrared illumination
- Technology works with most sunglasses - alert will notify if change of glasses is required
- Camera is hidden behind a discreet screen

# » HOW IT WORKS WHEEL

## Stages of an event

The DriveAlert+ and DriveCam work together in the Cab to Detect alertness and Distraction. The DriveAlert Plus alarms to inform the Driver this behaviour has been detected using an audible message and seat vibration device.



# » HOW IT WORKS

1

The DriveAlert+ and DriveCam work together in the cab to detect alertness and distraction. The DriveAlert+ alarms to inform the driver this behaviour has been detected using an audible message and seat vibration device

2

Events are uploaded to the Lytx Driver Safety Program - A cloud-based platform which may review the event using Machine Review and AI algorithms

3

DriveAlert+ Events are filtered and human reviewed by the DriveRisk Early Warning Centre to ensure a very quick timeline for review and turnaround of Driver Alertness issues

4

The Early Warning Centre will contact the Driver's Fleet Manager by phoning, email and/or SMS within minutes of the detection of a critical event

Lytx® Driver Safety Programme

## STAGES OF AN EVENT

Here's how billions of miles of driving data gets translated into simple priorities that can help you reduce your fleet's risk of collisions.

1

### LYTX DRIVECAM® EVENT RECORDER CAPTURES RISKY DRIVING

Built-in algorithms distinguish normal driving from risky behaviours and upload events to the Lytx cloud.

2

### ARTIFICIAL INTELLIGENCE EVALUATES EVENTS

Our proprietary decision-making engine categorises and presents events based on:

- Collision probability
- Coachability
- Associated behaviours

3

### LYTX PROFESSIONALS REVIEW EVERY EVENT

Highly-trained analysts review hours of footage, so you don't have to—providing an objective, impartial assessment.

4

### EVENTS ARE DELIVERED TO YOUR LYTX ACCOUNT

Relevant events are prioritised for you so you can focus on coaching the most important things first, and make the most of your day.

# » CHAIN OF RESPONSIBILITY

In order to regulate the unfair competitive advantage gained by added pressure or inaction by off-road parties, Chain of Responsibility Laws govern each person's involvement within the transport supply chain.

No matter where in the transport supply chain you sit, every individual has a role in the Chain of Responsibility. When alerted to possible misconduct, Investigators follow this chain from the bottom line up to reprimand and penalise those responsible for mitigating fleet risk.



Supply Chain Contributor	Responsibility Assignment Matrix	Role in the Chain of Responsibility
Fleet Drivers	Responsible/ Accountable	Drivers have a duty of care for themselves, their customers and other motorists.
Fleet Manager	Accountable	Managers are responsible for instructing their drivers to follow safety policies.
Company Director	Informed	Directors are responsible for instructing fleet managers and controlling and directing all drivers and vehicles.

Companies can avoid major penalties and legal action by satisfying their requirements.

In the event of a prosecution, courts will often measure the level of influence each party of the supply chain has in ensuring safe practices and preventing safety breaches.

For example, if one of your fleet drivers engages in risky driving behaviours, but you have monitored and coached so far as reasonably practicable, the responsibility will lie solely with the driver rather than the fleet manager.



# » NATIONAL HEAVY VEHICLE REGULATOR CASE STUDY

A trucking company whose driver was involved in a triple fatality crash was accused of committing more than 200 speeding offences in two years. This particular transport company was one of four companies that appeared in the Local Court on unprecedented Chain of Responsibility charges brought by the police and Roads and Maritime Services.

Investigators have laid more than 1,000 speeding charges against the companies and their Directors. This transport company faced 215 charges of speeding since late 2010 with one driver offence clocked at 133km/h. The very next day, that same driver collided with a car, killing its three occupants. According to court documents, the same truck was found speeding 13 times between April last year and January this year. Another truck from this fleet was allegedly detected speeding up to 50 times in eight months.

The company and its Director were charged because they were responsible for controlling or directing the vehicles and drivers.

**The estimated fine value was \$3,500,000.**

\*Source: Chain of Responsibility Australia.  
Case Study. (2014).



# INTRODUCING DRIVEALERT+ TO YOUR DRIVERS

## Potential Drive Concerns

## Driver Concern Resolutions

DriveAlert+ will detect false positives and cause more distraction

The team at DriveRisk have gathered and reviewed an enormous amount of driver data (over 100 billion kilometres) which has led to significant improvements in learned fatigue and distraction behaviours.

With this accurate artificial intelligence technology, DriveAlert+ only detects and alerts when a definitive fatigue or distraction behaviour occurs.

Other risk mitigating systems focus on the percentage of eyeball detection that often results in frequent false positives which can certainly lead to inverse consequences by heightening a driver's concentration and causing more fatigue.

DriveAlert+ is a recording device and invades my privacy

In respect for a driver's privacy, DriveAlert+ does not record a driver until it is triggered by a sudden change in the vehicle's G Force, or the artificial intelligence technology detects symptoms of fatigue or distracted behaviour, for example, sudden braking, or texting.

When a driver is driving safely, there's no need to record them.

DriveAlert+ will make me look bad as a driver

The alarm and voice system is designed to help drivers self-correct risky driving behaviour. Managers are not required to intervene unless there are patterns of risky driver behaviours.

I don't need a fatigue monitoring device

If a driver is driving safely, free from fatigue or distraction, the device will lay dormant and won't affect the driver in any way.

However, if for any reason you do become distracted, DriveAlert+ could be the device that saves your life and returns you home to your

As with any operational change, introducing DriveAlert+ to your fleet can attract some hesitation from drivers. However, as one of the most dangerous occupations in Australia\* change is critical in the transport industry to not only protect drivers, but the whole community.

\*Source: Monash University. Monash study finds truck driving among Australia's most dangerous jobs. (2018).



## » DATA IS ONLY AS GOOD AS THE ANALYST

Bad habits aren't changed by one-off training. Long-term behavioural change requires continuous monitoring, coaching and reinforcement.

Utilising our comprehensive behaviour monitoring and vehicle tracking solutions, fleet operators are able to identify, track and report on risky behaviours in order to build a greater safety culture.

With a dedicated analytics dashboard combined with expert advice and regular operational reviews, DriveRisk's subscription-based vehicle tracking devices and ongoing support allow peace of mind for commercial fleets and trucks.

Our team of Lytx driver behaviour analysts review all recorded events before reports are delivered to your dashboard, giving you the information you need to make informed decisions.

**Lytx Machine Vision and Artificial Intelligence algorithms have been fed with over 20 years of driving which is validated by a 96% accuracy level of human review.**

**The speed at which we can identify drivers using mobile phones has improved by 21x**

# » BUSINESS INTELLIGENCE DASHBOARD

Stay connected



Access your Lytx DriveRisk account from any web browser on any device

Configured to your needs



Limit or allow access for specific individuals in certain areas

Detailed structures



Create detailed grouping structures in line with your business hierarchy

Coaching platform



World renowned Coaching Workflow allow the platform for driver engagement and behaviour change

Insights and metrics



Instantly access data insights that highlight critical behaviours, drivers at risk and historical trends

# » ABOUT DriveRisk

MANAGE • MOTIVATE • MITIGATE

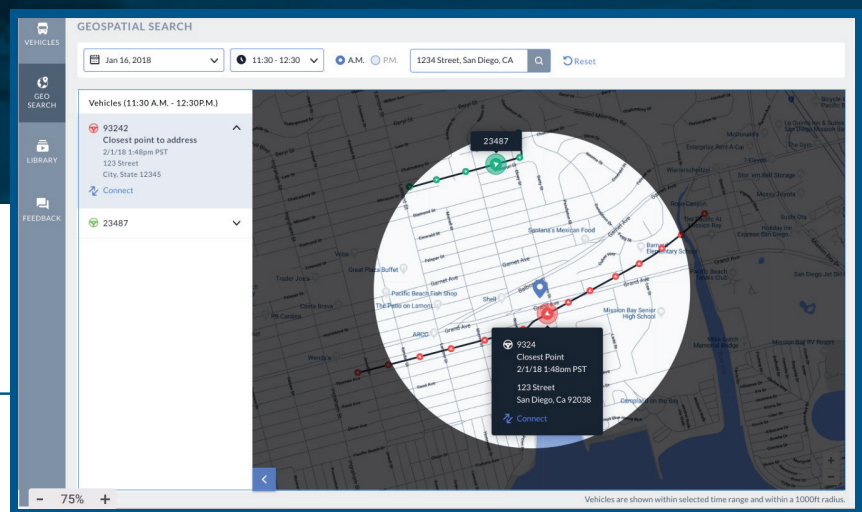
Driver safety in Australia is something we all need to work harder to achieve, particularly across commercial fleets. To ensure we're able to consistently track, analyse and improve risky driving behaviours, DriveRisk is proud to deliver world-class solutions to driver fatigue monitoring and behaviour tracking.

With seamless integration capabilities and industry-leading technology backed by a team of road safety experts, no other driver safety solution protects our roads like DriveRisk.

## WHY CHOOSE DRIVERISK?

- Reduce accidents with driver risk management and predictive analytics
- Improve driver performance with regular driver training and education
- Reduce costs of operations, damages and insurance claims within your company
- Optimise productivity through preventative procedures and processes

Visualise and search for vehicles in the context of a map



### Search on Map

Allows users to search for vehicles and quickly access their association videos based on time and location

### Location and Time

Enter the approximate location and time and all available information is served on the interactive map

### Respond to Incidents

Respond to critical events and incidents that can help exonerate drivers any time of the day or night

### Direct Download

Download the video you need in minutes - no waiting or tech support required



# DriveRisk

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