

**Safety Intelligence Systems**  
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# Safety Intelligence Systems

*“Knowing”*

February 16, 2001  
Boca Raton, Florida

## A Simple Plan...

- Event Data Recorder,  
with video



- Wireless encrypted  
transmission



- Trusted Database



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## Opportunity Knocks: A Better Way

- Insurance Industry
- Automotive Industry
- Vehicle Fleets
- Rental Companies
- Trucking Fleets
- Highway Safety
- Legal Profession



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## Automotive Industry: Improving Safety and Engineering

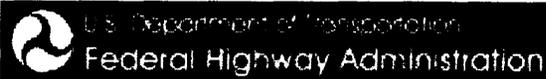
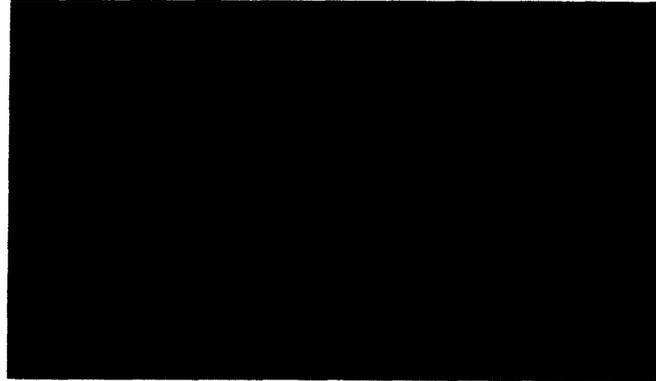
- Crash investigation has been problematic and costly
- Currently, only serious or problem crashes investigated - skewed data
- Vehicles are more complex; more data
- Quality and quantity of data have been issues
- Have always been looking in the rear view mirror - years later



S.I.S. enables effective design evaluation using quality and complete accident data.

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# Highway Safety



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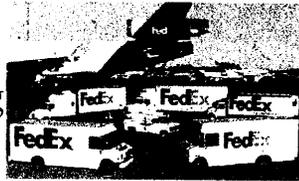
# Insurance Industry

- Fraudulent claims
  - date, time, severity
- False injury claims for low speed crashes
- Lowered reconstruction costs and enhanced knowledge
- Pre and post-crash images
- Decreased legal and processing costs
- Better claims analysis and adjustment

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## Fleet Managers/Rental Companies

- Non-reported crashes and damage
- Resolution of conflicting accounts
- Fraudulent claims
- Workers Compensation issues
- Crash reconstruction and imaging costs
- Fleet safety
- Vehicle tracking

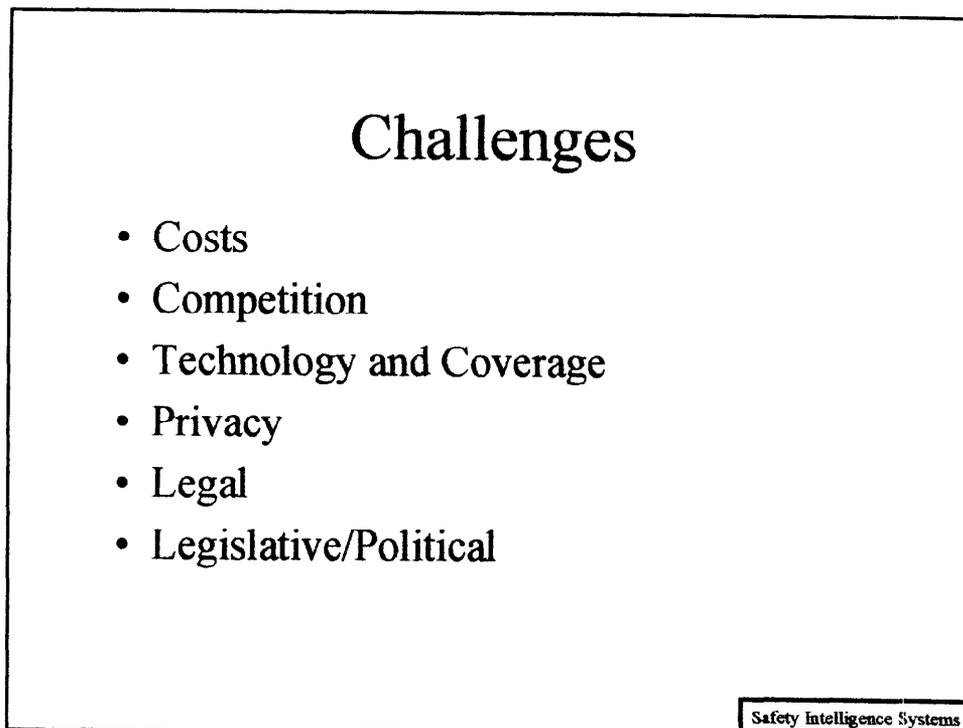
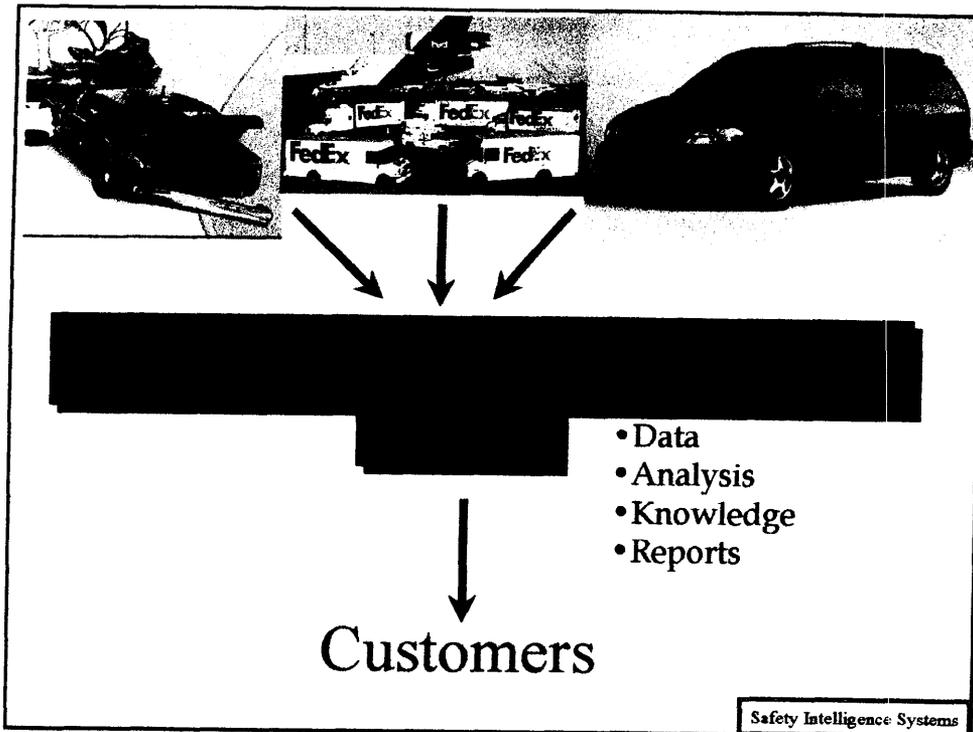


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## Corporate Issues

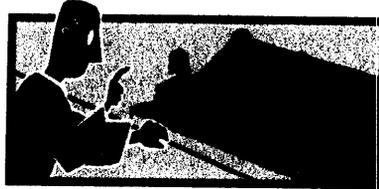
- Access to data at arms length
- Privacy concerns
- Liability issues
- Improved data
- Legal defense
- Quality assurance/recalls/warranties

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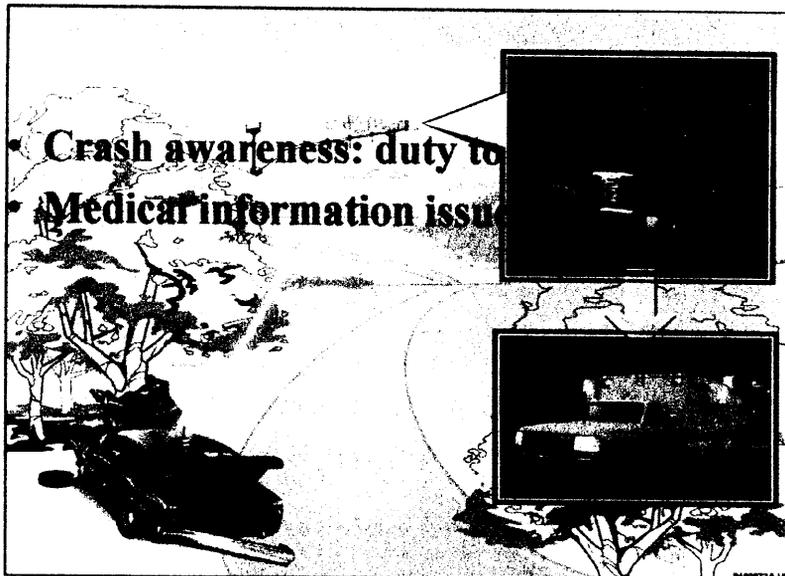
## Legal/Liability Concerns

- Quality of data
- Informed consent
- Privacy issues
- Who pays
- Who gets access
- Identification of problem issues

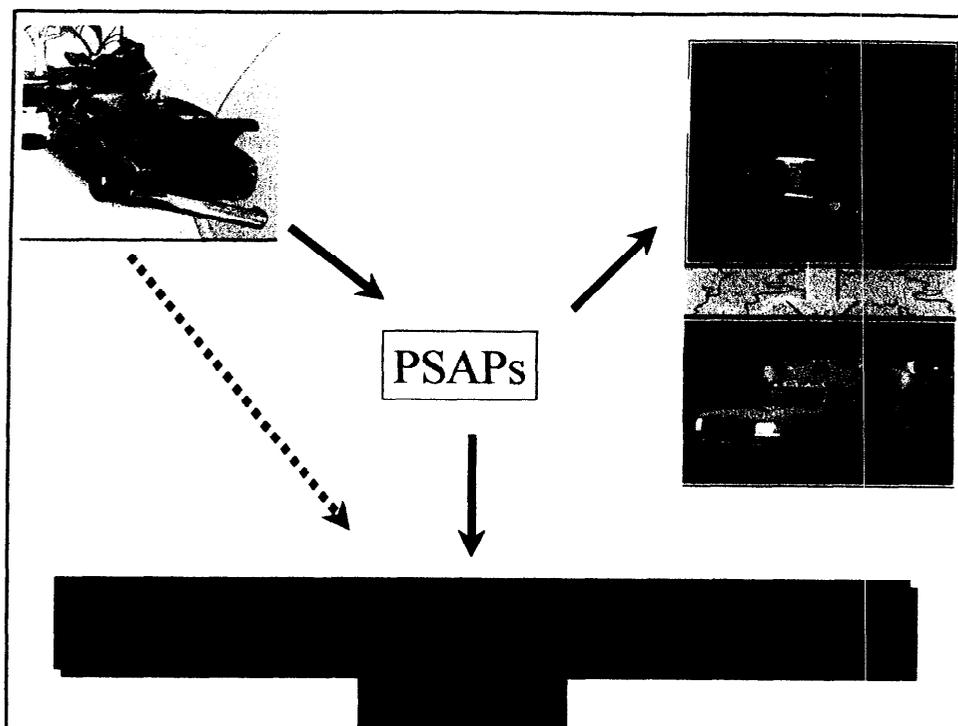


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## Automatic Collision Notification



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## Public Policy Imperative for Information

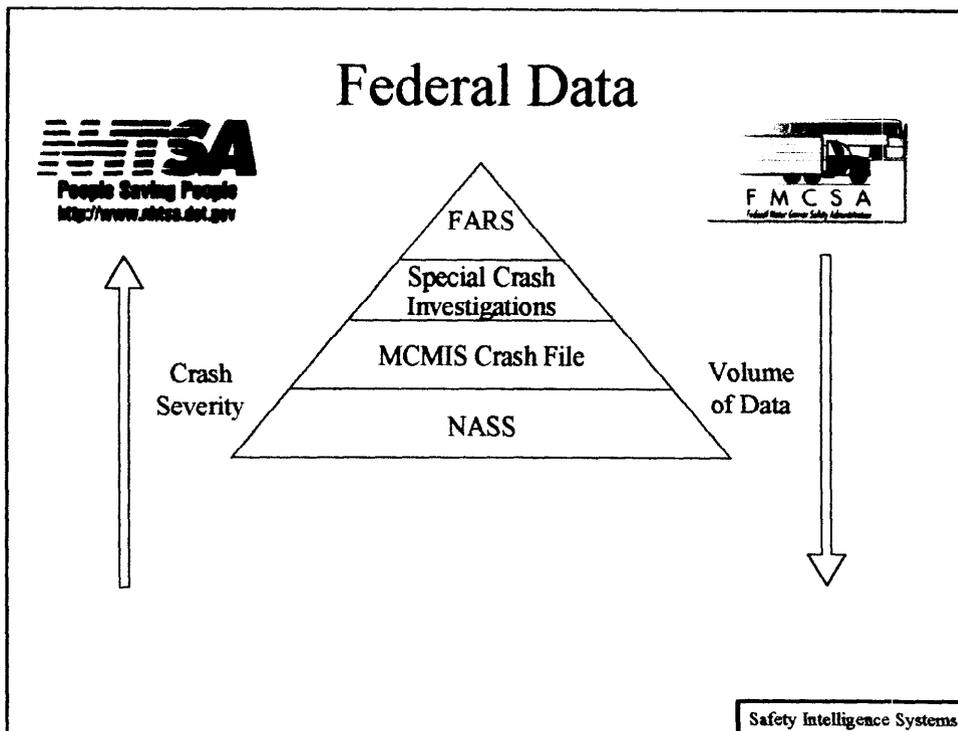
- Outcome from Ford/Firestone hearings in 2000:
  - “All parties [automakers, insurance companies, NHTSA] have a responsibility to make sure that, in another 20 years, this Committee is not confronted by the same problems and failures we see today.”
    - **U.S. Rep. John Dingell (D-MI)**
  - “It is my intention... to develop legislation to reform the process used to detect, investigate and recall defective vehicles.”
    - **U.S. Senator John McCain (R-AZ)**
  - “We’re not as interested in trying to assess blame as we are in trying to get a complete understanding of what went wrong.”
    - **U.S. Rep. Billy Tauzin (R-LA)**

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## Public Policy Imperative for Information

- The onus for better information is on the insurance and automotive industries:
  - Insurance industry today does not have the necessary systems
  - Automotive industry data is received with skepticism
- NHTSA has been an active proponent of passenger vehicle Electronic Data Recorders (EDRs) for almost a decade.

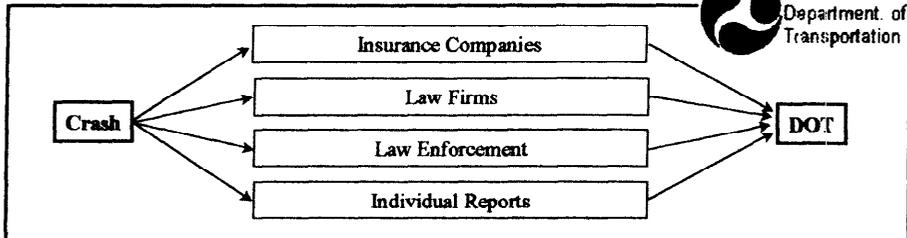
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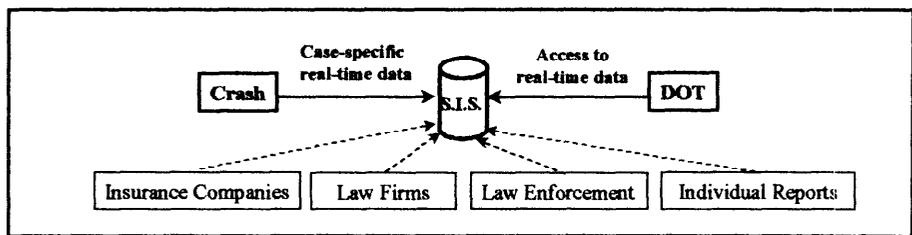
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## Safety Data – Immediate, Reliable and Secure

**PAST:** Recurring safety issues may take years to uncover...



**FUTURE:** DOT has access to real-time data with a broader view



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## Patent Summary

- Patent number 6,141,611 gives Safety Intelligence Systems the exclusive right to record, store, and transmit wireless encrypted vehicular crash data and to make the data available to authorized parties
  - Issued in October 2000 with priority date of December 1998
  - Transmitted wireless medical data is required to have 128-bit encryption per the Health Insurance Portability and Accountability Act of 1996 (HIPAA)
  - Wireless transmission allows for simultaneous notification to emergency rescue vehicles

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# Strategic Partner Platform



# Status Matrix

	Partners	Policy/Legal Issues	Implementation Barriers	Costs	Timeframe
Database	ISO	- ACN interface - Privacy	-Minimal	TBD	8-12 months
Transmission	TBD	- ACN interface	-Bandwidth for video -Coverage / standardization	TBD	18-32 months
MacBox	Technology: - GA Tech - iData Scale Prod'n: - Pending	-Informed consent -Duty to inform	-Quality after-mkt. installation	TBD	24-36 months

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## Summary

- **Safety Intelligence Systems' approach complements NHTSA, FMCSA, and the carrier industry's safety and economic initiatives**
  - Real data in real time
  - Improved safety
  - Reduced cost

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