

## **DriveCam Video Systems Initiates Pilot Program for Commercial Fleets -**

*Program to measure loss reductions for fleets using the DriveCam video event recorder-*  
[http://www.drivecam.com/press4\\_10\\_01.htm](http://www.drivecam.com/press4_10_01.htm)

SAN DIEGO, Calif. - April 10, 2001 -DriveCam Video Systems, an innovator in vehicle safety systems, announced that it has initiated a twelve-month pilot program with four commercial fleets to evaluate the reduction in losses resulting from the installation of the DriveCam video event data recorder. DriveCam is a palm-sized video recorder mounted behind a vehicle's rearview mirror that captures everything a driver sees and hears in the 20 seconds before, during and after an unusual driving incident. In the pilot program, 150 vehicles will be used to evaluate the impact of DriveCam on the frequency and severity of damage caused by unsafe driving.

DriveCam's wide-angle camera captures unsafe driving experiences, referred to as "events." Fleets, including passenger transportation, limousine, ambulances and service vehicles, are using DriveCam's event recordings as a part of a complete Driving Feedback System that provides drivers and their managers with accurate, unbiased feedback on their driving performance. Currently, DriveCam is installed in over 1,000 commercial vehicles.

Tran-Star Executive Transportation Services in North Babylon, N.Y., is one of the fleets in the pilot program. Within weeks of installing DriveCam in its 65 vehicles, the company began experiencing loss reductions. In addition, the company has used DriveCam event recordings as evidence in accident disputes to prove its vehicles were not at fault.

"DriveCam adds another dimension to the fleet management process," said Steven Paul, Tran-Star president and CEO. "It gives fleet managers the opportunity to evaluate a driver's response to unexpected situations. In addition to reducing accident claims, it gives our managers the ability to counsel drivers about their specific driving habits, such as hitting curbs, cornering too fast, or accelerating too rapidly. This facilitates safe driving and ultimately can lower our operating costs."

In the efforts of cost containment, insurance carriers and fleet managers are actively looking for ways to improve fleet operations. Carriers encourage programs such as improved driver selection processes, certification programs, driver training, employee incentives and regular vehicle maintenance. Increasingly, DriveCam is being viewed by the industry as an effective loss control system.

"Fleets using DriveCam have already experienced a reduction in insurance premiums of up to 20 percent due to fewer losses and faster claims processing," said Ed Andrew, president of DriveCam Video. "The data gathered in this pilot study will be used to further demonstrate the benefits of DriveCam to fleet operators and the insurance industry."

DriveCam's digital recording allows fleet managers to easily view an event on a TV, camcorder or personal computer. Seeing and hearing an event just as the driver did provides them with valuable feedback that can be used to improve driving habits. The complete Driving Feedback System includes a manager's guide, driver guide, videotape and Event Manager software for logging and tracking vehicle events.

### **About DriveCam Video Systems**

DriveCam Video Systems is an innovator in the development of vehicle safety products that improve driver and traffic safety. Based in San Diego, the company's DriveCam video event recorder is part of a complete Driving Feedback System used by vehicle fleets to promote safety and reduce accidents. DriveCam's event recordings are being used to dramatically reduce the time required to process insurance claims, thus lowering costs for insurance companies and the fleets they insure. Additional information is available at [www.drivecam.com](http://www.drivecam.com).

## DriveCam Video Systems Debuts Next Generation Video Event Data Recorder for Commercial Fleets

*-Cloud 9 Shuttle and others receive insurance discounts of up to 20% with DriveCam-*

SAN DIEGO, Calif. - June 19, 2001 - DriveCam Video Systems, an innovator in vehicle safety systems, today announced the debut of the next generation of DriveCam, the video event data recorder that enables commercial fleets to dramatically reduce operating and insurance costs.

DriveCam is a palm-sized video recorder mounted behind a vehicle's rearview mirror that records the driver's experiences during unusual driving incidents. Available since 1999, DriveCam now offers full-color video playback, software-driven controls and an extended memory. The DriveCam video event recorder is part of a complete Driving Feedback System used by commercial fleets to monitor, track and improve driving performance.

Cloud 9 Shuttle, the largest airport shuttle service in San Diego with 102 vehicles, has been using DriveCam in its vehicles for approximately one year. The company is a recognized leader in the use of new technology to improve safety and customer service. Since implementing DriveCam and the Driving Feedback System, Cloud 9 has experienced a 47 percent reduction in collisions and annual fuel savings of more than \$13,000. The company has also used DriveCam recordings as substantiating evidence in accident fraud cases.



"Our insurance carrier understands and agrees that our decision to invest in DriveCam is a conscious decision in pursuit of an excellent safety record," said John S. Hawkins, CEO of Cloud 9. "Our insurance provider has discounted our policy by 20 percent based on performance. We anticipate this positive direction to continue both in performance and lower insurance costs."

DriveCam monitors driving activity by continuously recording video, audio and four directions of G-forces into a digital looping memory. G-forces are caused by activities such as hard braking, acceleration, harsh cornering or collisions, which trigger DriveCam to save a driving event for later viewing. DriveCam's digital recording allows fleet managers to easily view an event on a TV, camcorder or laptop computer. Seeing and hearing an event just as the driver did provides them with valuable feedback that can be used to improve driving habits.

"Increasingly, DriveCam is being viewed by the insurance industry as an effective loss control system," said Ed Andrew, president of DriveCam Video. "By ensuring safe driving, it decreases the frequency and severity of accidents. At the same time, DriveCam recordings are being used to settle claims quicker, which lowers investigative and administrative expenses."

### New DriveCam Features Include:

- **Large Digital Memory** - DriveCam comes standard with the ability to store up to 12 "event" recordings in its permanent digital memory. Optionally, larger memory cards permit storage of up to 48 recordings.
- **Software-driven sensors** - DriveCam's menu-driven software makes it easy for fleet supervisors to adjust the sensitivity of the erratic driving trigger and crash sensor to accommodate all driving styles and vehicle types.
- **Manual recordings** - A large red button on the bottom of the unit makes it easy for the driver to manually activate DriveCam in any situation.

- **Color Video** - DriveCam's high-resolution, full-color video captures the driver's experience and provides a crisp, clear picture.
- **Security key** - An external security key prevents anyone from tampering with the DriveCam recordings. The key cannot be duplicated, and it is required to operate the keypad.

DriveCam is sold as part of the complete Driving Feedback System that includes a manager's guide, driver guide, instructional videotape and Event Manager software for logging and tracking vehicle events. The DriveCam video event data recorder is available for \$895 per vehicle; the Driving Feedback System sells for \$295 per fleet.

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DriveCam Video Systems is an innovator in the development of vehicle safety products that improve driver and traffic safety. Based in San Diego, the company's DriveCam video event recorder is part of a complete Driving Feedback System used by vehicle fleets to promote safety and reduce accidents. Currently, DriveCam is installed in over 1,500 commercial vehicles. Additional information is available at [www.drivecam.com](http://www.drivecam.com).