

Jan 09 2024 (Tue) 11:56:38 AM IST

32KPH



+0.75G

-0.75G

BKWD|LEFT



FWD|RIGHT



**AI-Powered Driver Assistance Technology  
Slashes Road-Accidents by  
50%**

**Teja Gudena  
Executive Vice President**



# Driver Behavior is the center point

**90+%**

of accidents are preventable

# Behaviors such as

**Speeding  
Following Traffic Rules,  
Tailgating  
Lane Departure**

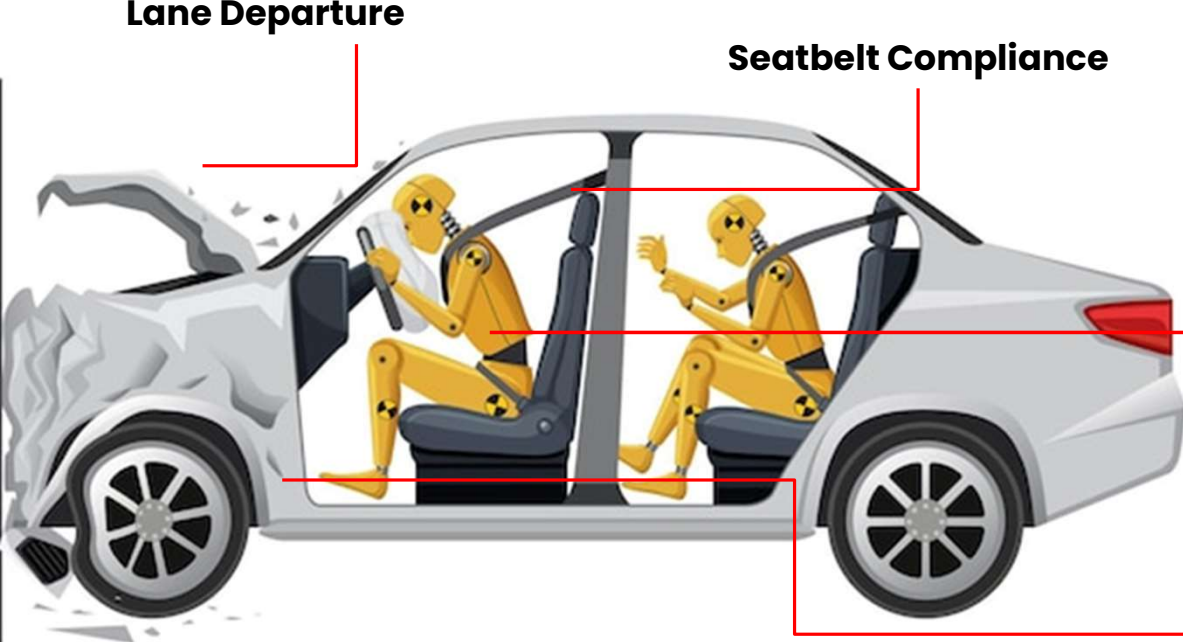
**Seatbelt Compliance**

**Distracted Driving**

**Drowsy & Fatigue**

**Texting or talking on the phone**

**Hard Acceleration & Braking  
Hard U-turn & High-G**



# Positively Modulate Driver Behavior



DEVICE



SOFTWARE  
& CLOUD



ANALYTICS



## driver*i*

powered by



## netradyne



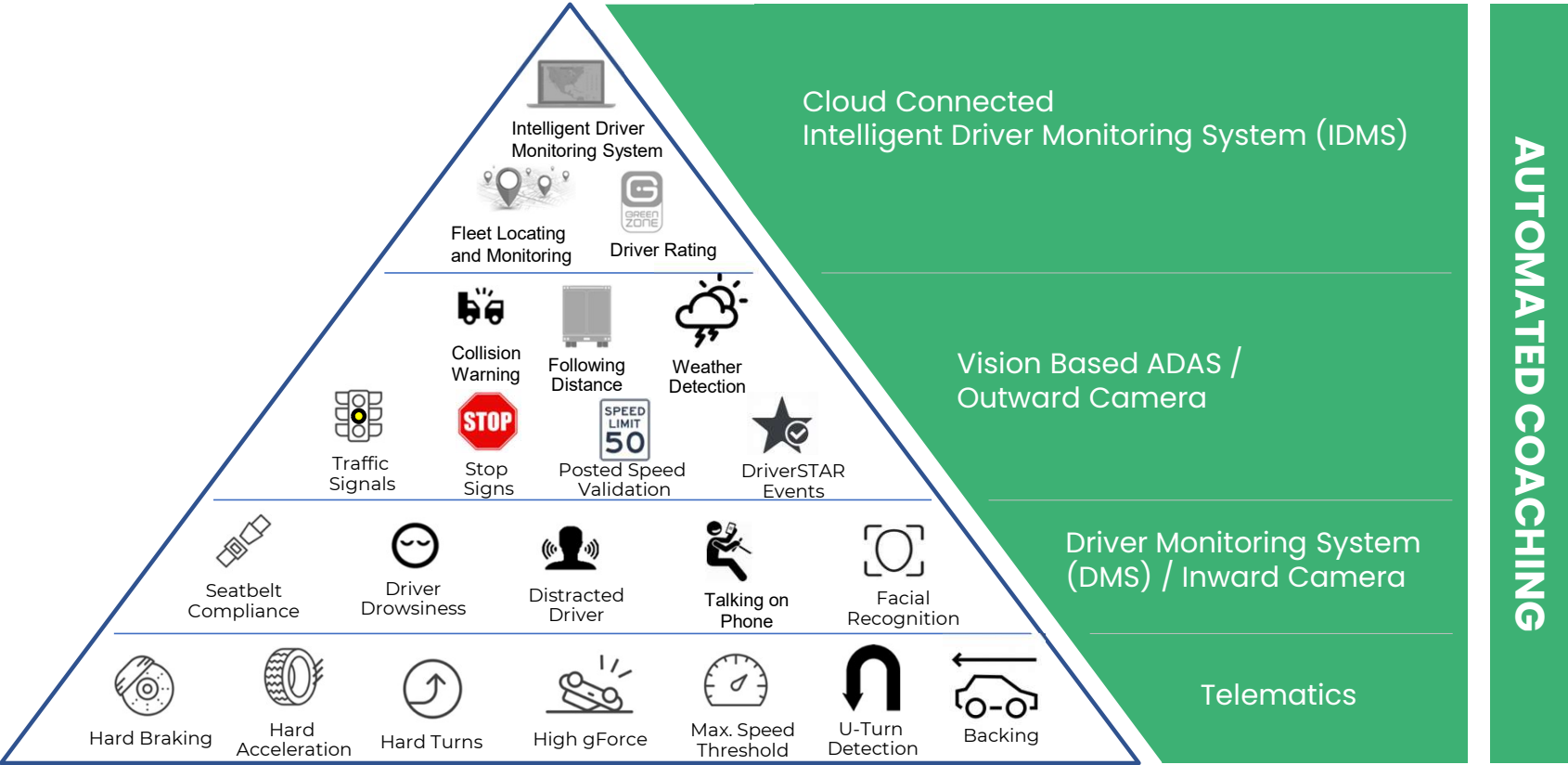
**FOLLOWING DISTANCE**  
29 seconds ago | Engine ON | 65MPH

**DRIVER STAR AWARDED**

**Areas to improve**

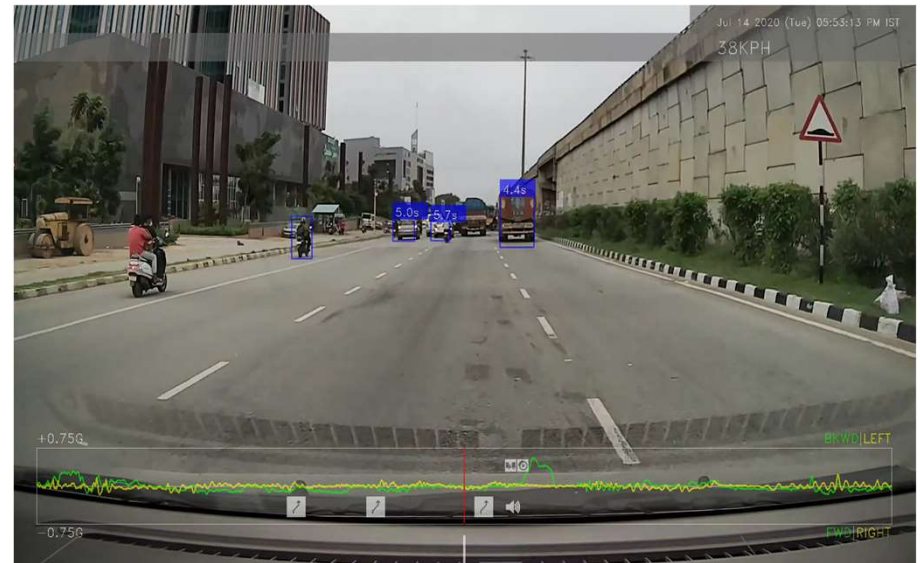
- Hard Braking
- Hard Acceleration
- Hard Turn
- Speeding Violations

# Analyse Every Second of Driving with Road Safety Tech Ecosystem





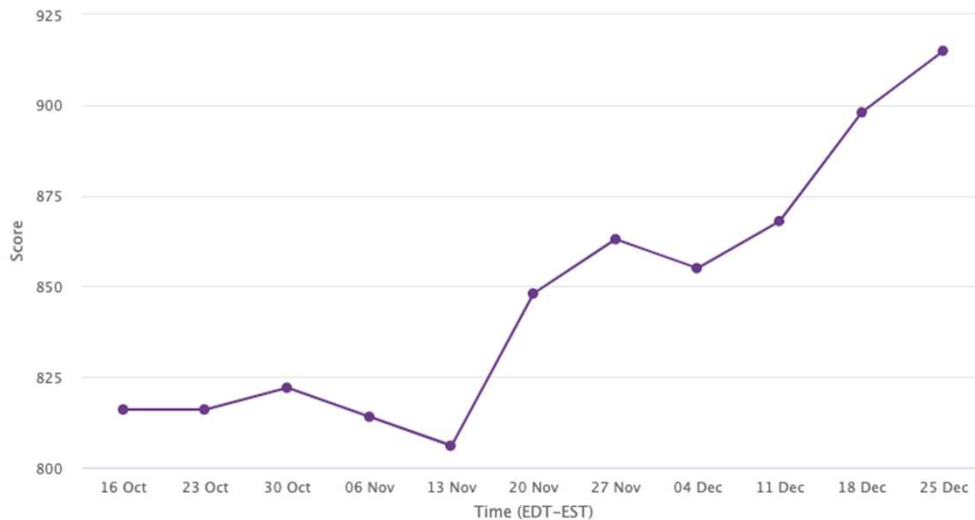
DMS – Driver Drowsiness



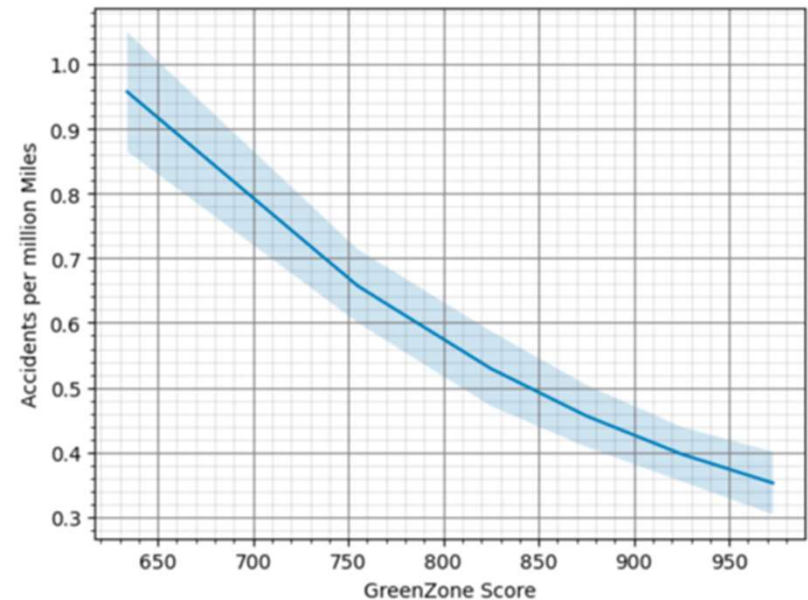
ADAS – Collision warning



# Improved Safety Behavior Correlates with Accident Reduction



This shows data from the dashboard a customer that improved their GreenZone score from 800 to over 900 in less than 3 months. Correlating to a 30% reduction in accident risk.



Driving Score correlation with Accidents

# Early Adopters



Nestlé Good food, Good life



Hindustan Unilever Limited

IndianOil Skytanking



