



Lytx MV+AI Enhanced Risk Launch



MEDIA FACT SHEET

OVERVIEW

To help combat the epidemic of distracted driving and address other high-risk driving behaviors, Lytx has enhanced its machine vision and artificial intelligence (MV+AI)-powered technology to provide near real-time insight into risky behaviors like texting and driving. This enhancement to Lytx's Driver Safety Program allows SF300 DriveCam® Event Recorders to more effectively identify distracted driving behaviors inside the vehicle, as soon as they occur, including.

MV+AI INSIDE-VIEW TRIGGERS - NEW



HANDHELD DEVICE



NO SEAT BELT



FOOD & DRINK

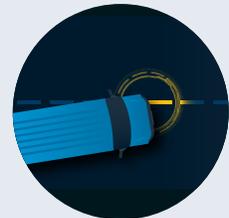


SMOKING

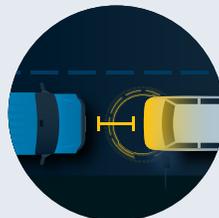
MV+AI ROAD-VIEW TRIGGERS - EXISTING



ROLLING STOP



LANE DEPARTURE



FOLLOWING DISTANCE



CRITICAL DISTANCE

These four new risk triggers are available within Lytx's existing Driver Safety Suite, which uses Lytx's DriveCam® Event Recorder to capture and evaluate risky driving behaviors, and are an evolution of its existing MV+AI road-view triggers launched in 2015: rolling stop, lane departure, following distance and critical distance. Each trigger may be enabled individually, so fleets can pick and choose which configuration works best for them.

HOW IT WORKS

Lytx's proprietary MV technology is attuned to specific objects and patterns, like the use of a handheld device. Once an object or pattern has been identified, Lytx's sophisticated AI assesses whether that behavior is truly risky or not; for instance, a cell phone in a driver's hand is evaluated as risky while a cell phone sitting on a center console is not. If a behavior is flagged as risky, Lytx's AI instantly analyzes and screens the clip for accuracy. The validated video clips are then automatically sent via a 4G LTE cellular connection from the vehicle to the cloud where they may be viewed by a client via their Lytx account, from any internet-connected computer, smartphone or tablet.

