

GroundWidgets Launches GroundSafety™ Product Line - ADAS, MDVR, DEMS, SIC Reduce Accidents, Liabilities and Fleet Costs with our New Systems.

August 20, 2013 – GroundWidgets (GW), an innovative software and technology development company is pleased to announce the deployment of the GroundSafety™ suite of products. GroundSafety™ offers a scalable package of solutions that you can customize to meet the needs of your fleet. Each of the solutions briefly described below can be installed independently or for the maximum benefit, they can be integrated together to minimize costs and maximize results. For more information regarding the GroundSafety™ product line visit our website at www.groundwidgets.com

No matter the number of vehicles a company operates, fleet managers face the daunting task of maximizing the safety of their drivers, knowing how and when vehicles are being used, ensuring the efficiency of their vehicles and drivers-all while controlling costs. The GroundSafety™ suite of products delivers the technology proven to dramatically change driver behavior and prevent crashes in an easy-to-implement, easy-to-manage system. Solutions are available that integrate Accident Avoidance, Live View and Recorded Video all delivered through driver and video management software reports and videos sent to your desktop. Using our solutions, customers have reduced accidents by 37% and enjoyed as much as a 30% reduction in insurance and other related costs.

Automated Driver Assist System (ADAS) The ADAS we install is the same system used by many Luxury Cars Manufactures, and has been proven to reduce accidents by over 35%. The ADAS alerts drivers of dangerous habits and notifies them of obstacles and situations that may cause an accident. Alerts include: Following too close for your vehicle's speed, Pedestrians entering your path, Urgent Forward Collision Warning (someone pulling out in front of you that you may not have seen), Lane Departure Warning (typical of Distracted or Drowsy Driving), Speeding above Posted Limits and Urban Forward Warning or Creeping.

Mobil Digital Video Recorder (MDVR) The top four major benefits of having a High Quality 24Hr recording MDVR system in your fleet are: 1. Lower Insurance and Legal Costs - Fleet vehicles and drivers are seen as easy targets for lawyers to file legal claims of damage and disability. A video recording can provide indisputable evidence that your Vehicle and Driver were not at fault. And even if your driver was at fault, claims of "soft tissue damage" and other claimed injuries can be disputed with video evidence. 2. Better Customer/Driver Dispute Tools - quickly address customer communication, driving routes and driver theft claims. With the MDVR system, you can review past trips to quickly resolve these customer issues. 3. Enhanced Driver Management and Coaching - the MDVR can assist in monitoring drivers for rule violations, and also provide the video for coaching drivers regarding triggered "Events" such as Hard Turns and Hard Stops and Hard Acceleration. 4. Real Time Monitoring - With the Live View Feature, fleet owners and managers can remotely view in Real Time, the view from the windshield and the view inside the vehicle, to monitor suspicious driver / passenger activity and receive an in-cab view for emergency services in the case of accidents.

Driver and Event Management Software (DEMS) Video and driver files are of little value if it takes you hours to retrieve the video data or compile records for a Vehicle or Driver. Going to each car to retrieve memory cards and searching and downloading those files can take hours each day, reducing fleet management productivity. GroundSafety™ supplies Driver management and Video Management software that delivers consolidated reports to fleet management. Video files of triggered events and Requested Video Segments are automatically downloaded to Servers that give managers instant access to important files. As an example, if a manager is interested in the Video for Car# 65 between 11:30AM and 11:45AM, they simply request that video from their desktop and the files are delivered to them in an email.

System Integration Controller (SIC) The SIC is a proprietary device that integrates alerts from the ADAS and MDVR into one consolidated system and also adds vibration alerts to the audio alerts to help assure that the driver is notified, even in a noisy environment. The SIC provides data to generate reports and graphs that give management the tools to compare drivers against norms for the fleet and provide actionable management reports on quantity of violations per shift. Events captured and reported per shift per driver include: Following Too Close Warnings, Urgent Forward Collision Warnings, Drifting out of Lane Warnings, Pedestrian Warnings, Urban Collision Warnings , and Speed Violation Warnings. With the SIC, fleet management staff can easily identify Drivers that need to be coached, and identify the top training issues to address, resulting in reduced accidents and better drivers.

We are excited to launch the new GroundSafety™ product line and look forward to speaking with you about these products. Please contact us at sales.info@groundwidgets.com

About GroundWidgets:

GroundWidgets is an entrepreneurial technology company driven and managed by founding developers and technologists. GroundWidgets is exclusively focused on consulting and development of applications for the ground transportation industry harnessing the collective institutional knowledge of its founders and their experience of over 25 years in the ground transportation industry. For further information: you are invited to visit our home at www.groundwidgets.com