



DRIVER SAFETY SUITE

A CLEARER VIEW OF RISK WITH ADVANCED TECHNOLOGIES

Lytx's proprietary application of Machine Vision and Artificial Intelligence (MV+AI) senses subtle behaviors - both on the road and inside the vehicle - that can be difficult to detect. This technology gives you an expanded, nuanced view of risk you may not have had before. And when you use video to coach, you can help reduce the risk in your fleet by training drivers to be more aware of their habits and behaviors on the road.

- ✔ Detect coachable behaviors with video
- ✔ Help drivers stay focused on the road with in-cab audio alerts
- ✔ Target and measure improvements with tools and reports



**LYTX DRIVECAM®
EVENT RECORDERS**

Dashcams just capture video. DriveCam Event Recorders capture real risk.

Lytx Event Recorders are equipped with advanced sensors that collect and process data-driven video to analyze what's happening on the road and inside the vehicle. Engineered with award-winning MV+AI, these state-of-the-art devices are the first step in advanced risk detection, surfacing more risk than traditional telematics alone.

**ALIGNED WITH YOUR VALUES,
COMMITTED TO YOUR SUCCESS**

A trusted provider that will be with you every step of the way.

- Program support to help ensure your program succeeds
- ROI analysis to optimize your video telematics investment
- Near-100 percent renewal rate



READY TO LEARN MORE?

Contact your Lytx representative at 866.419.5861 or info@lytx.com.

MUCH MORE PERCEPTIVE THAN ACCELEROMETER SENSORS ALONE

Lytx MV+AI technology is the driving force behind spotting subtle driving habits. Lytx's advanced technology continuously monitors the inside the vehicle and the road ahead and detects distracted driving vehicle movements that may not be detected by traditional telematics sensors alone, including:

MV+AI Inside the Vehicle

- Handheld Device Detected
- Driver Not Wearing Seatbelt
- Driver is Smoking
- Driver is Eating or Drinking

MV+AI On the Road

- Rolling Through Stop Sign
- Close Following Distance
- Critical Distance
- Lane Departure

Combining information about distracted driving inside the vehicle, with information about the vehicle's movements on the road, can add up to a more comprehensive picture of your driver's risk on the road. And with video-based coaching, there is more opportunity to take actions that helps prevent risk—before those habits result in a serious problem.

AUDIO ALERTS DRIVERS WILL ACTUALLY HEAR & HEED

Some systems claim to deliver audio alerts for every risky driving behavior. But that's when "alert fatigue" can occur, causing some drivers to tune out, or unintentionally miss, important safety warnings.

Lytx takes a behavior-based approach to in-vehicle alerting. Our sophisticated technology looks for driving patterns, samples potential risk, and then alerts the driver. Rather than alerting on every instance, our proprietary algorithms are designed to deliver alerts at the just the right time. This helps encourage drivers to pay attention, and can help improve safety on the road.

HIGH ACCURACY, HIGH RELEVANCY

Our algorithms are informed and trained by millions of hours of video that have been validated for accuracy by professional analysts, which means we deliver the most relevant events possible, while helping to minimize false positives. With the largest database of its kind to inform MV+AI technology, Lytx delivers an innovative approach to detecting risk.

**Requires SF300 Event Recorder*

The Lytx® DriveCam® Event Recorder is a driver aid only; and is not a substitute for a safe, conscientious driver. The Lytx® DriveCam® Event Recorder cannot compensate for a driver that is distracted, inattentive, or impaired by fatigue, drugs, or alcohol. Whether or not the Lytx® DriveCam® Event Recorder is in use, it is always the responsibility of the driver to take appropriate corrective action. Never wait for the Lytx® DriveCam® Event Recorder to provide a warning before taking measures to avoid an accident. Failure to do so can result in serious personal injury or death, or severe property damage.