

FCC Distracted Driving Workshop

Technology Innovation

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AegisMobility™

Fundamentals

- Subscriber has ultimate control today – power switch
  - Unfortunately, not being connected and accessible is not acceptable.
- If the mobile device rings, vibrates or lights-up, people feel compelled to take action
- Laws, mandates and policies cannot enforce compliance
  - The event of an accident is too late to identify non-compliance
  - No benchmark of frequency (and therefore risk) exists today
- Federal and State laws, corporate policies and parental restrictions will be diverse

Fundamentals (Cont.)

- Legislating and/or mandating technology solutions will be a long process
  - No appetite for 911 repeat-performance
- Technology solution(s) must be network-efficient
  - Cannot re-engineer the network to enforce compliance
  - Accountability for responsible use lies with the owner
- Wireless networks and handsets are similar, but also require customization to work effectively and efficiently
- Technology solution is being demanded now by enterprises who are bearing the cost of accidents and potential liability

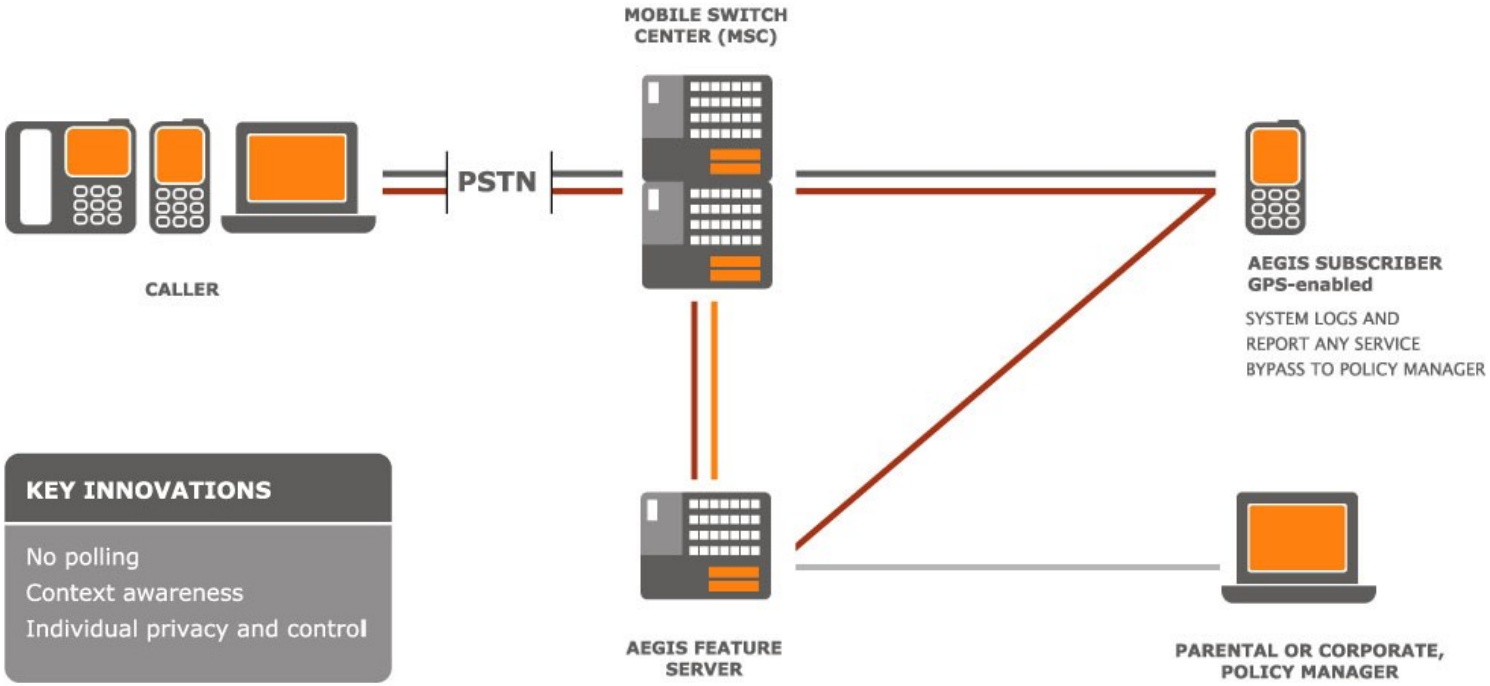
Engineering Challenge

- People can start driving at any time – day or night
  - Technology must be always ‘on’
- Battery burn associated with continuous monitoring
- Interaction with SMS, IM, Email and voice calls requires real-time interaction – why are you not responding?
  - Expectations of reach-ability
  - Human impatience - abandonment
- The correct response requires the knowledge of subscriber activity and who is initiating the contact
  - Subscriber activity is not currently known in any network node

Our Solution: DriveAssist

- Positioning: Personal Assistant – NOT blocking or jamming
- Product Features:
  - Automatic initiation - voice, text and data management
  - Inbound callers and text-ers receive message (subscriber is driving)
  - Inbound calls sent to IVR and to VM, texts stored and forwarded
  - Outbound calls and texts disallowed, selective data usage
  - Passenger override – with override exception reporting
  - Emergency 911 calls always allowed
  - White list, Priority notification, Location request as granted
- Hybrid Architecture: Handset Client & Network Server

Hosted Context Service Platform



KEY INNOVATIONS

No polling
Context awareness
Individual privacy and control

Key Differentiation

- Automatic activation, deactivation and phone management
- Allows both outgoing and incoming E-911 calls:
  - E-911 always allowed with EmergencyContext™
  - If 911 call drops, callbacks by emergency personnel allowed
- Allows passenger override:
  - Subscriber allowed to opt-out, report sent to parent or policy manager
  - Override ‘state’ cancelled at end of trip
- Hybrid architecture solves critical issues:
  - Scalability, privacy, and handset battery life
  - Focuses on changes in ‘state’ for network efficiency
- Hybrid platform architecture allows for flexible implementation:
  - Directly integrated with Operators (IMS, 2-G, 3-G) – full network test and gating
  - Operator-independent, limited integration– reduces time to market

Obstacles and Partner Roles

- Awareness and Education:
  - Operators, Safety organizations and Insurance companies already have programs – more education of the risk is required
  - Promote responsible use of the mobile phone
- Insurance discounts similar to seat belt incentives:
  - Nationwide Insurance is the leader, and our partner
- Wireless networks are being strained with explosion of data apps – incentives to make safe driving technology ubiquitous
- Technology solutions are relatively inexpensive, but not free – venture funding for directed development
  - Forum for like-minded developers and funding sources to 'meet'