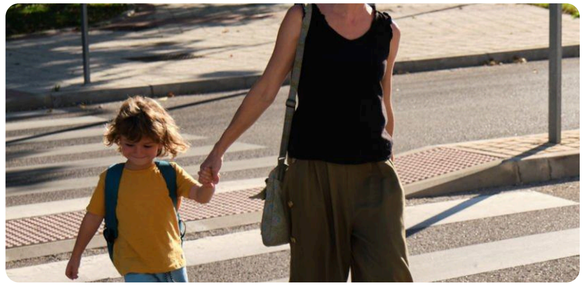
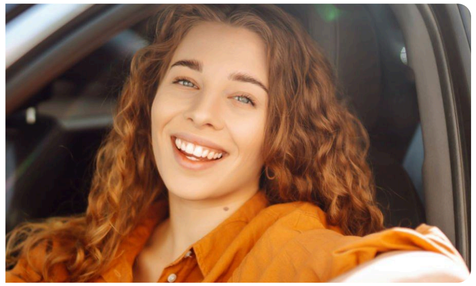
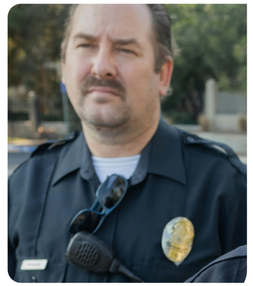
Every crash is preventable.







LetsDriveSafer

DISTRICT OF COLUMBIA

We’re experts in Advanced Traffic Safety technology!

We’ve built large scale traffic safety solutions

- Deployed in over 200,000+ Trucks across US, ensuring safe driving on 1B miles driven every month!
- The most accurate AI Camera in the market, according to Virginia Tech Study

Experienced team from top tech companies

Google Meta NVIDIA

In the last 6 months, Obvio has made history

HB364

Passed HB364 that enabled **Stop Sign Cameras in Maryland**

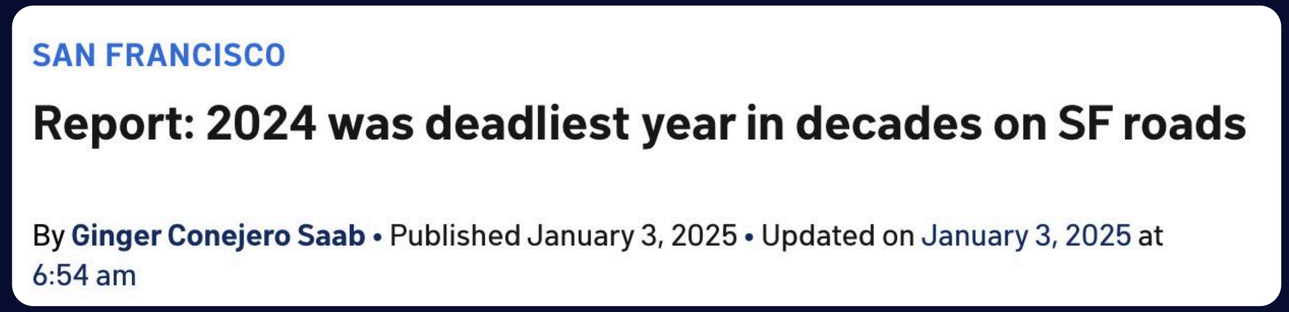
60+ Cameras

Signed and launched contracts representing 60+ cameras and 1**000s of violations**

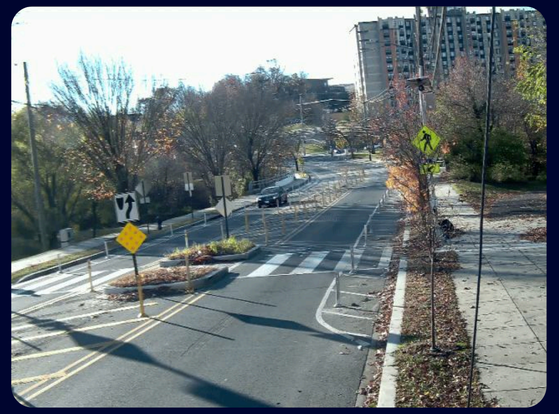
Legislation

Introduced first-of-its kind legislation for stop sign, distracted driving and pedestrian crossing in **MD, VA & NY**

We’re losing the battle



Incidents are one thing. Here’s what the numbers don’t tell us.



What's going on?

Is everyone drunk?

Did we stop caring about pedestrians?

No, we’re all
distracted

An analysis of **575 million trips** found that drivers engaged with their phones during

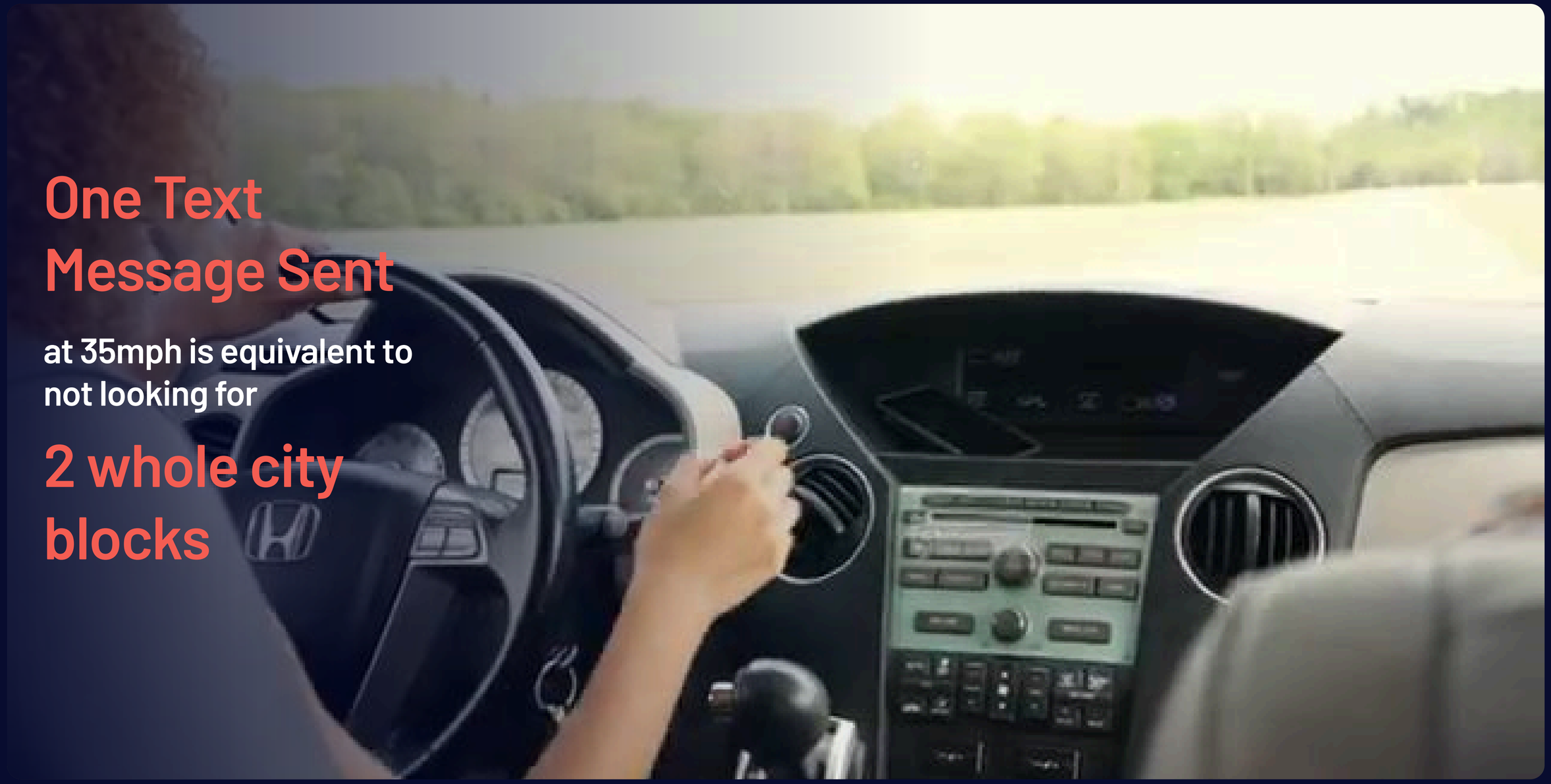
88%

of the trips

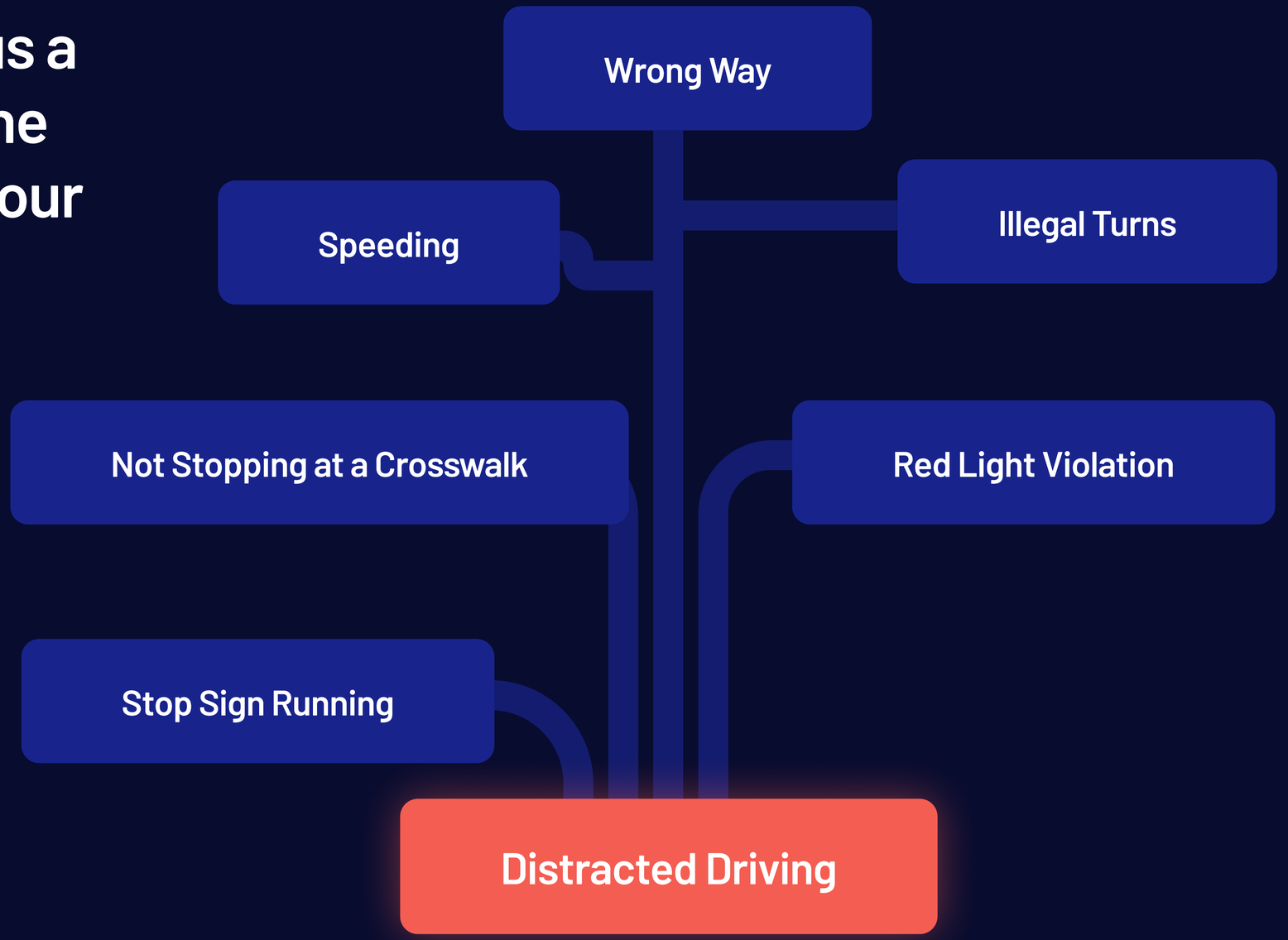
Percentage of fatalities likely to be caused by distracted driving is

29%

according to NHTSA, 2023


One Text
Message Sent
at 35mph is equivalent to
not looking for
2 whole city
blocks

Solving distracted gives us a way to solve so many of the other behaviors plaguing our streets.

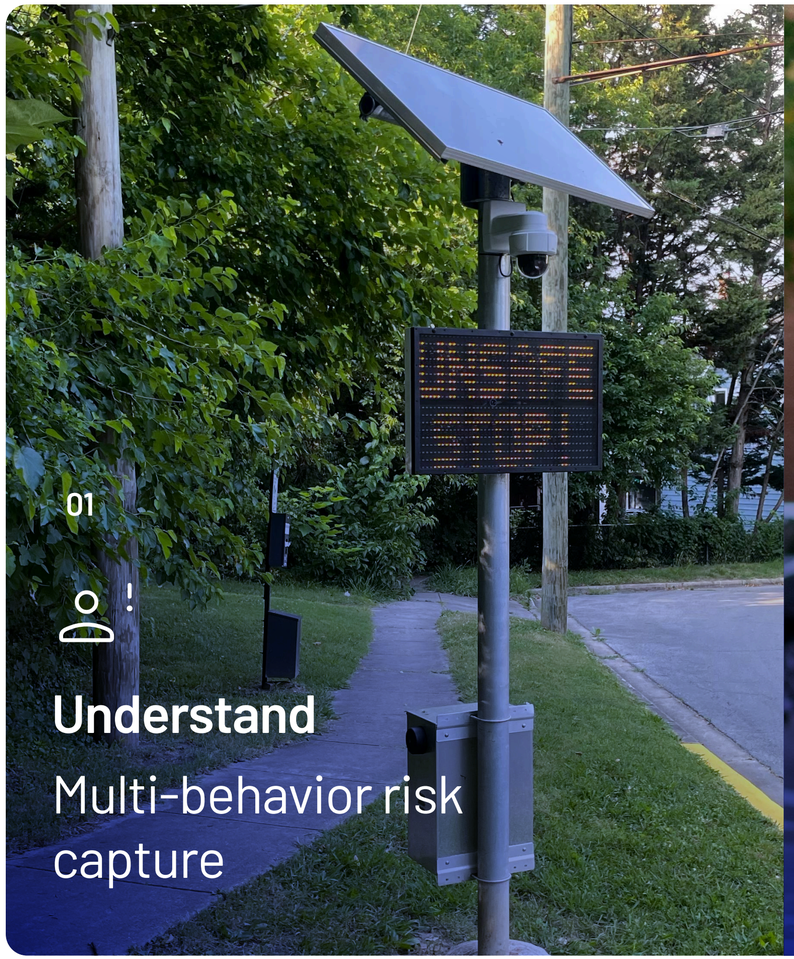


Why is this problem so hard to fix?

- Dwindling officer headcount
- Behaviors are city-wide
- No equivalent of a “speed gun”

Existing approaches don’t give us actual ways to measure behavior change

LetsDriveSafer represents a new era of traffic safety and enforcement



01

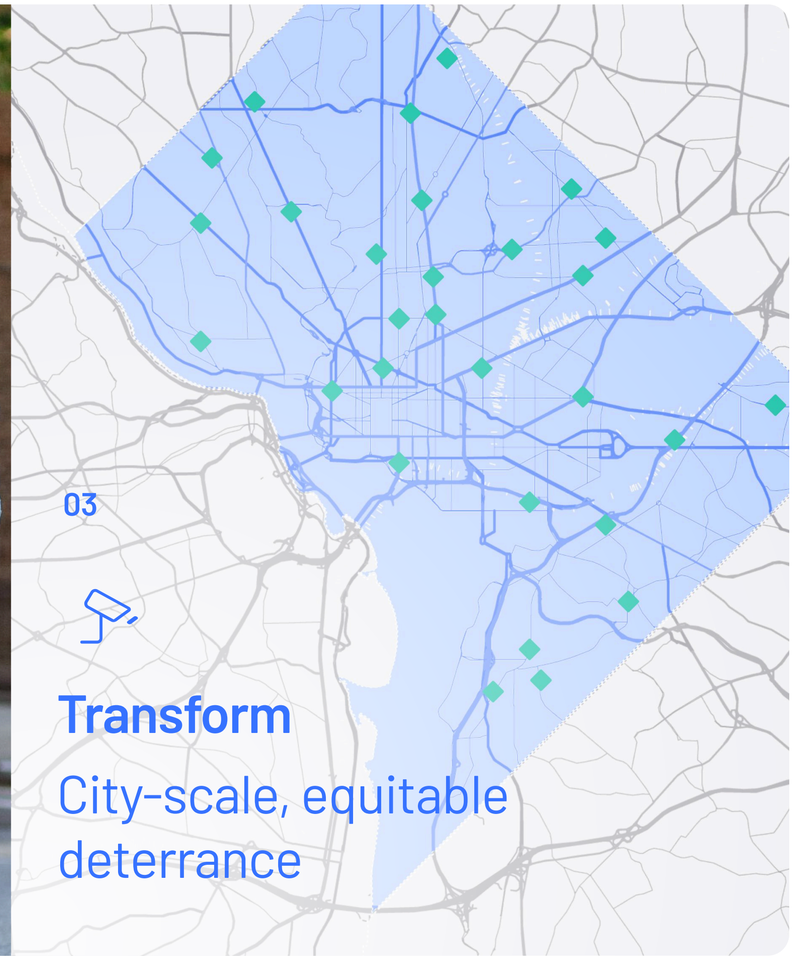
Understand

Multi-behavior risk capture

02

Amplify

Community focused education

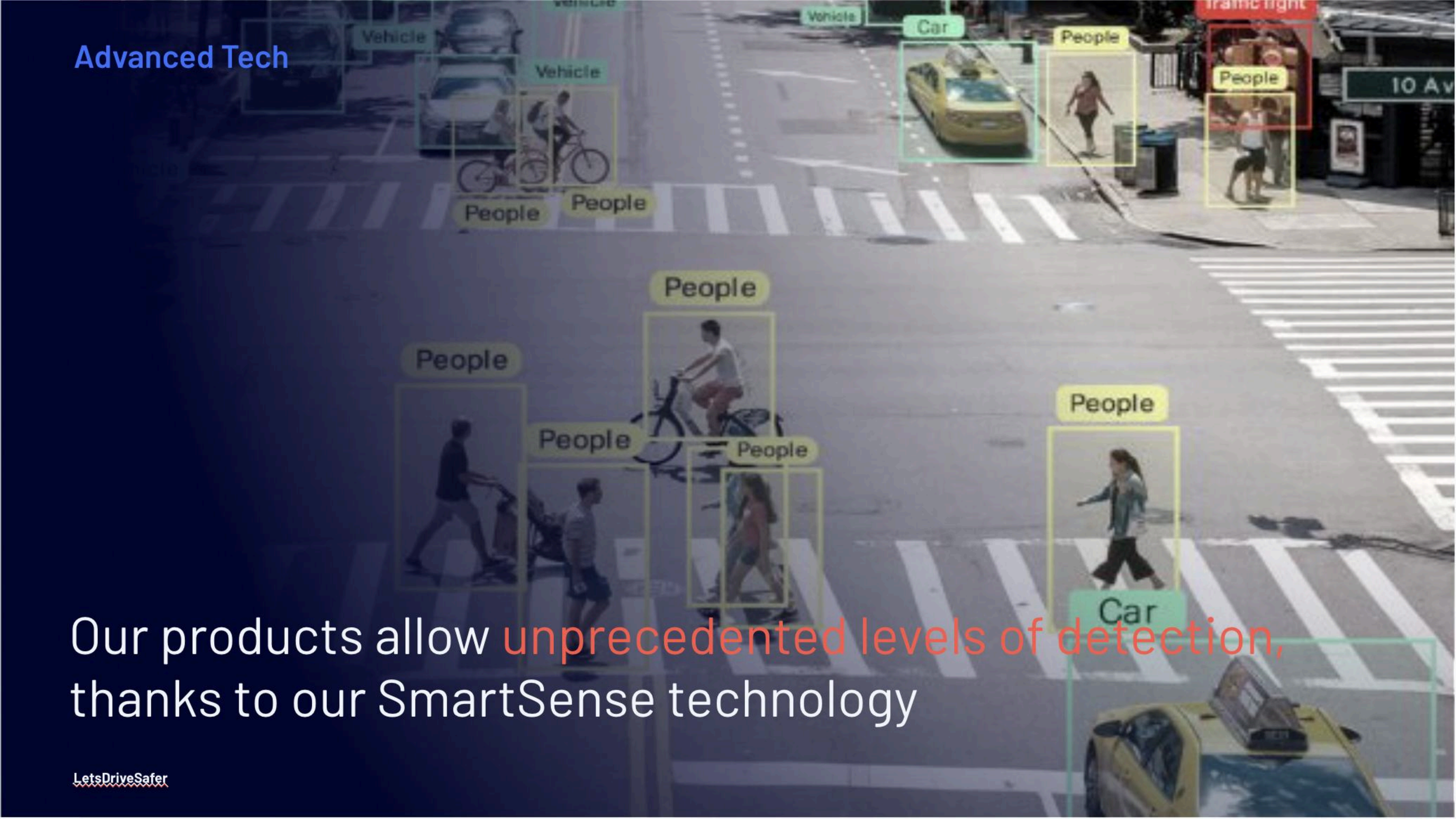


03

Transform

City-scale, equitable deterrance

Advanced Tech



Our products allow unprecedented levels of detection, thanks to our SmartSense technology

Technology is now available to detect cell phone-phone usage, while preserving privacy

Ground-breaking technology enables a full understanding of the scene

Understanding results in ability to automatically process video, blurring all key identifiable information

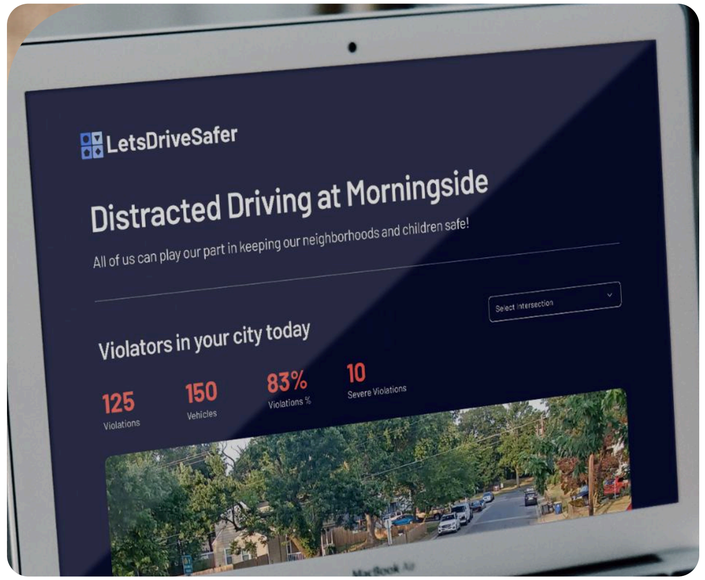
Versatile solution for Parking Enforcement & Curb Management

- Real time curb usage stats
  - Occupancy monitoring
  - Dwell times
  - Availability

- Fully automated parking enforcement

- Bike Lane Usage & Enforcement

Many ways to leverage this new tech for your community



Better Community Education Sharing via Portal

Officer Tablet Mode to give out tickets in real time

Automated Enforcement Legislation

Montgomery County PD piloted novel technology to count violations

August - November
Distracted Driving Study

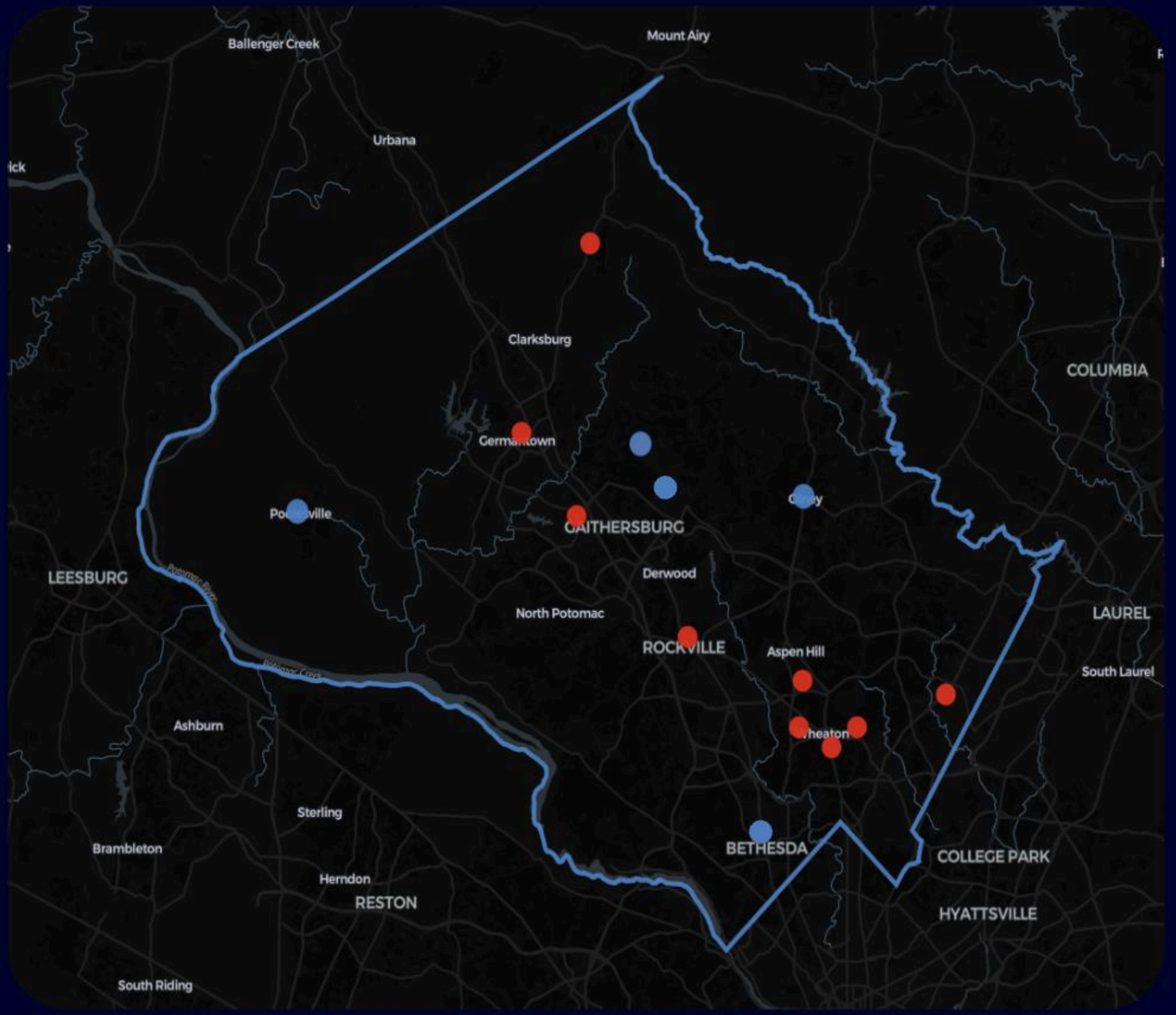
- 14 locations (9 done, 5 planned), placed equitably around Montgomery County
- Gathered evidence & statistics of distracted driving
- Demonstrated privacy-preserving features & helped quantify extent of problem

Montgomery County Pilot Study

2,500

violations per day estimated across **9 locations**

20% of all vehicles daily

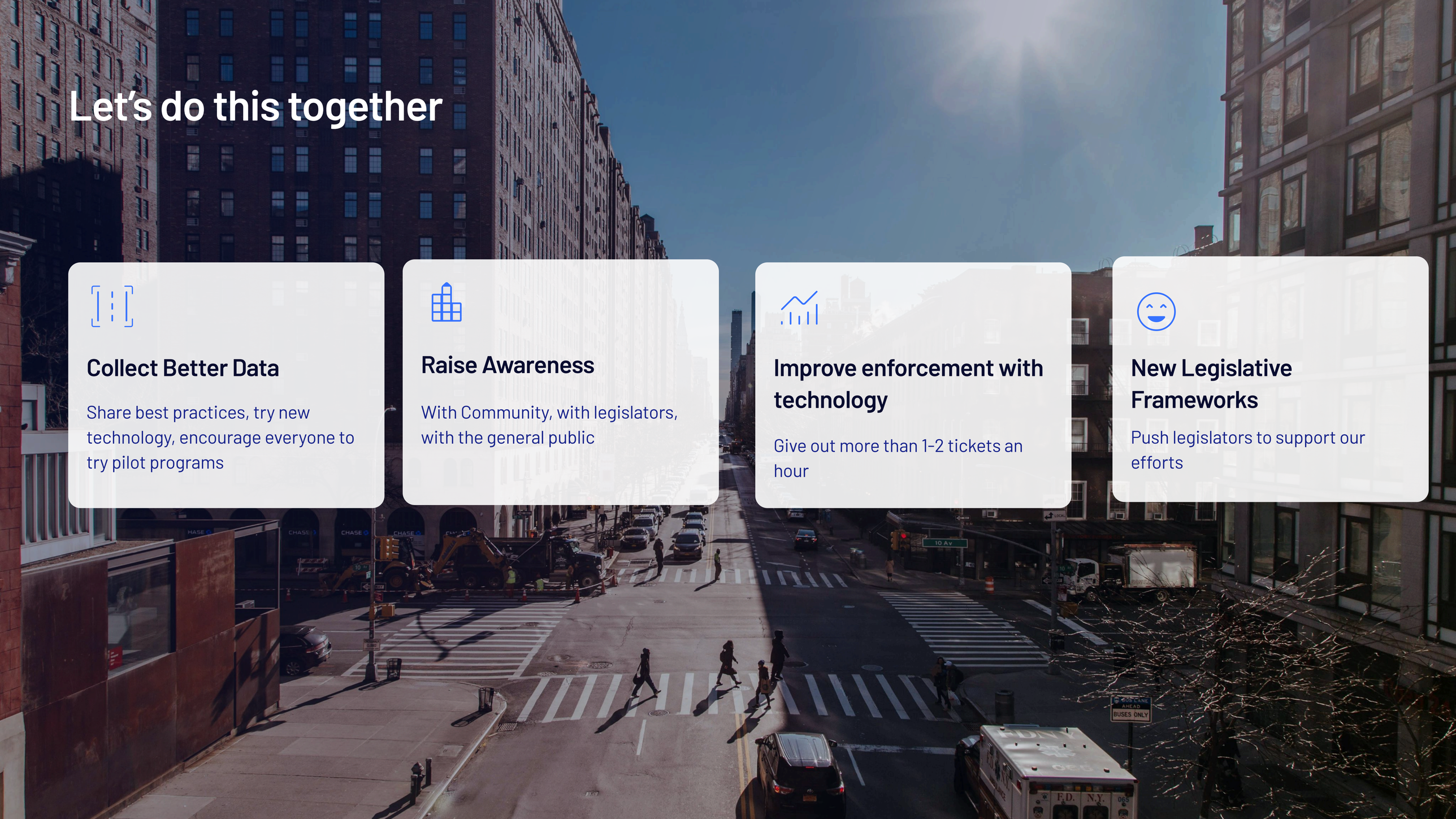


In Montgomery County: Legislators considered automated enforcement legislation

Government & Politics

Caught on camera: Proposed program would photograph MoCo drivers using phones

Let’s do this together



Collect Better Data

Share best practices, try new technology, encourage everyone to try pilot programs

Raise Awareness

With Community, with legislators, with the general public

Improve enforcement with technology

Give out more than 1-2 tickets an hour

New Legislative Frameworks

Push legislators to support our efforts