

# Battlecards

Dashboard Workflows



**Overview**



**lytx.**

**Lytx/SurfSight**



**seeingmachines**

**Seeing Machines**



**Components of Video  
Telematics**



**Strengths**



**Weaknesses**

# RideView vs. Lytx(SurfSight)

## BattleCards

RIDEVIEW™



lytx®

### Overview

Geotab's primary OrderNow partner is Lytx(SurfSight) – note that DriveCam by Lytx does not have as good an integration with Geotab. By virtue of OrderNow, SurfSight with Geotab is fulfilled and supported by Geotab – unlike other marketplace video options wherein the vendor manages everything. The close integration makes the UX better other video telematics options on the Geotab marketplace

### Strength versus RideView

- Adding additional cameras (4) with AI-14/AI-12
- Lane weaving feature – crossing few lanes within some time

### Weaknesses versus RideView

- Camera calibration is manual and very tedious – TG wont work
- Better ADAS alerts – AI based Speed signs (incl. Workzone), Stop violation, Traffic light (US - vertical), lane drift, work zone speed, FCW (SurfSight – only TG)
- Speeding – only fixed limit
- Distraction – only pose based, gazing down at phone not there
- Seatbelt – checked only once an hour
- No drowsiness/fatigue – it is # of hours plus looking down
- Significantly lacking in enterprise fleet features (fixed user roles, no custom events, access control, etc.) – however, Geotab makes up for it
- Configs not as exhaustive and flexible
- No triaging – other than basic filters, even viewing videos can be done only by assets
- Not driver centric – overly asset centric workflows, with limited driver ID options (pin, QR code, API) – no NEC/BEID but Geotab covers for this

- No driver coaching workflow – safety conscious fleets who want to take up coaching cannot do so easily
- No driver app – so no self coaching, etc.
- All-in-one – Smart cable that can read CAN data, making installation easier, reducing cost by eliminating redundancies (coming soon)
- All videos are on-demand by default
- SurfSight has 30 day retention only, RideView has 180 days
- Better DVR UX – integrated time lapse to remove guesswork, multi-part upload for longer videos
- Proprietary compression (available soon) – 3-5x more hours with minimal loss of quality
- Better diagnostics workflow for TSP and fleets with much richer and real-time data – making managing cameras easier
- Live Stream – up to 100 min in Advanced package versus 60 min by SurfSight through Order Now (unclear if more can be bought)
- Camera records only 60min max after trip, sentry mode – only post video, not pre.

# RideView vs. Seeing Machines

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## Overview

Seeing Machines is a DMS specialist company from Australia - Guardian is their fleet aftermarket product. Their primary focus now is passenger car OEMs, but they continue to also offer Guardian which is now in its Gen 3 (demoed recently - not yet available commercially). So, Gen 2 is the version available. It is a very expensive offering - costing nearly \$1200+. It is not a standard video telematics offering but a high end DMS only offering with manual reviews. As a result, it is not a mainstream offering but serves a niche.

## Strength versus RideView

- Manual review service through Guardian Center in the US and Australia that reviews drowsy videos and alerts managers in minutes
- Gaze(?) + Pose based solution - Lizard eye and Owl distractions
- Seat vibration for alerting drivers when beeps and voice messages fail to alert the driver (optional)

## Weaknesses versus RideView

- Not a video telematics solution - only distraction/drowsiness alerting solution
- Edge AI -DMS only, very few events compared to LM, do not have the breadth of risky driving triggers LM can detect,
- No road facing AI at all - as a result, fleets will not get a complete picture of risk, and from a coaching perspective, Guardian is at best half as effective
- No posted speed limits, stop sign, FCW and TG as separate events, no cellphone (texting or calling), no seatbelt compliance
- Enterprise fleets - Groups, hierarchies, user roles, custom events, access control, etc.
- DVR - Camera has only 24 hours storage - this is extremely restrictive from a fleet exoneration perspective, LM can provide 200+ hours with a 512GB SD card
- Coaching - LM is extremely sophisticated providing tools for triaging events that go into coaching, including complete automation.
- Reports - Reports on coaching, fleet safety, camera status
- Live streaming - No live streaming is possible
- Diagnostics - only camera blocked, unlike LM which can provide info to fleets and resellers at a much more detailed level covering DVR, device malfunction, etc.

# RideView vs. Samsara

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### Overview

**Highest adoption of video telematics in their customer base (50%+).** \$450M topline ARR from video only, equaling the revenue from all other telematics services they provide – shows the ARPU advantage with more video sales.

### Strength versus RideView

- Integrations (Site monitoring, Insurance, etc.)
- Tags based comparisons (comparing terminals, groups, etc.)
- Supports 3<sup>rd</sup> party cameras and MDVRs
- Coach assignment for drivers
- Self coaching via app
- Coaching library with content for drivers (via app)
- Speeding monitored continuously, not at signs only
- Speed sign editing on the map
- Manual review of events (large fleets – 500+ vehicles)
- Face recognition for driver ID
- DVR - High & Low res (33 hours, 120 hours default)
- DVR UI – images based, and proximity based
- Reports – Coaching, Drivers, Events, Camera health, etc.

### Weaknesses versus RideView

- Fully integrated cameras – GPS, LTE, Driver ID – easier installation. For fleets w/o HOS, no need for any other h/w!
- Better ADAS – AI based speed signs, stop signs, Traffic light, work zone speed, FCW (5 feet when stopped - so not preventive)
- Better DMS - comprehensive distraction incl. rubbernecking and gaze down (not just looking down), drowsiness and fatigue (recently announced – unsure of rollout), seatbelt based on vehicle gateway (not camera)
- All-in-one – Smart cable that can read CAN data, making installation easier, reducing cost by eliminating redundancies (coming soon)
- Rollover alert (very important in some sectors)
- Rate limits
- DVR - Camera has only 24 hours storage - this is extremely restrictive from a fleet exoneration perspective, LM can provide 200+ hours with a 512GB SD card
- Coaching - LM is extremely sophisticated providing tools for triaging events that go into coaching, including complete automation.
- Reports - Reports on coaching, fleet safety, camera status
- Live streaming - No live streaming is possible
- Diagnostics - only camera blocked, unlike LM which can provide info to fleets and resellers at a much more detailed level covering DVR, device malfunction, etc.

# RideView vs. Motive

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### Overview

From SMB, they seem to be moving into enterprise fleets. They are a fast follower of Samsara – having capabilities very similar to Samsara, and even exceeding them in a few areas.

### Strength versus RideView

- 1440p camera (best-in-class)
- Manual review of events and tagging risks
- White glove service to enterprise fleets
- Face Match – using face recog for driver ID
- Speed overrides on maps
- Relative comparisons – drivers, groups, etc.
- Self coaching

### Weaknesses versus RideView

- Fully integrated cameras – GPS, LTE, Driver ID – easier installation process. For fleets without HOS, no need for any other hardware!
- Better ADAS alerts - Traffic light, lane drift, work zone speed, FCW (Motive has only TG)
- Better DMS alerts - comprehensive distraction incl. gaze down (not just looking down), drowsiness and fatigue (not based on eyes but yawn and pose)
- All-in-one – Smart cable that can read CAN data, making installation easier, reducing cost by eliminating redundancies (coming soon)
- Strict rate limit – 10 events/behavior/vehicle/month
- Camera connected to USB exposes data – RideView has encryption at rest on the edge also

- AI trip match – FR + app location
- Reports – Dismissed events, Coaching, Drivers, Events, Camera health, etc.
- Telematics data with video requests
- AI on surround cameras – claim better TG and lane change
- Collision report – maps data, video data, telematics data
- Better DVR UX - integrated time lapse to remove guesswork, multi-part upload for longer videos
- Insurance partnerships
- 3min limit on video requests
- Proprietary compression (for trials with limitations) - 3-5x more hours with minimal quality degradation
- Live Stream – up to 100 min in Advanced package versus 10 min (need to buy more minutes with Motive, \$5 for 10 hours pooled)
- Better diagnostics – Real-time and richer data incl. on DVR writing, SD card health etc.
- Coaching – integrates positive recognition, allows people to skip events, records the data

# RideView vs. Netradyne

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netradyne

## Overview

Netradyne is known as a premium, expensive solution - they have possibly the widest feature set for detecting different risky driving behavior. Driveri One integrates Geotab's IP on the camera, the Driveri cameras are now all-in-one devices, i.e. they can provide HOS/ELD and other CAN based features as well as video telematics. Netradyne used to partner with TSPs as well as sell direct – though of late, it is mostly the direct route.

## Strength versus RideView

- Some features like U-turn, no trucks sign, railroad, relative speeding
- Positive recognition and gamification
- Self coaching
- Reports – devices, alerts, health, exec summary, etc.
- Compound events – 2 events in quick succession indicate high risk

- Telematics (Geotab) + Video in one device
- Blurring for privacy
- Visual Log in – Face recognition based driver ID
- Netradyne University – LMS for customers

## Weaknesses versus RideView

- Proprietary compression (coming soon) – can provide ~2x the duration of Driveri – which itself uses H.265 encoding
- Driveri provides only 30 event videos per vehicle per month (GPS Insight offering)
- Driveri has 3-month retention, RideView has 6 months
- Distraction – RideView can detect gaze down, Driveri can only do looking down (head pose)
- Lots of configurations to control sensitivity
- More privacy options for drivers (though no blurring)
- Fewer driver ID methods – no QR code

- In-person coaching seems not as strong as self coaching
- No automated triaging for creating a coaching session
- List view for faster triaging – esp. for enterprise fleets
- Better DVR UX - integrated time lapse to remove guesswork, multi-part upload for longer videos, vehicle can be off
- Live Stream – up to 100 min in Advanced package versus 15 min per device with no option to buy more