

Positioning

Video telematics can appear **extremely daunting** to a buyer, and it is important **we simplify** it for them

It is Only About 2 Things

1. PREVENT CRASHES

Prevent crashes (by reducing risky driving
- coaching)

2. PROTECT THE FLEET

If there is a crash, protect the fleet with
video evidence

It is Only About ~~2~~³ Things

1. PREVENT CRASHES

Prevent crashes (by reducing risky driving
- coaching)

2. PROTECT THE FLEET

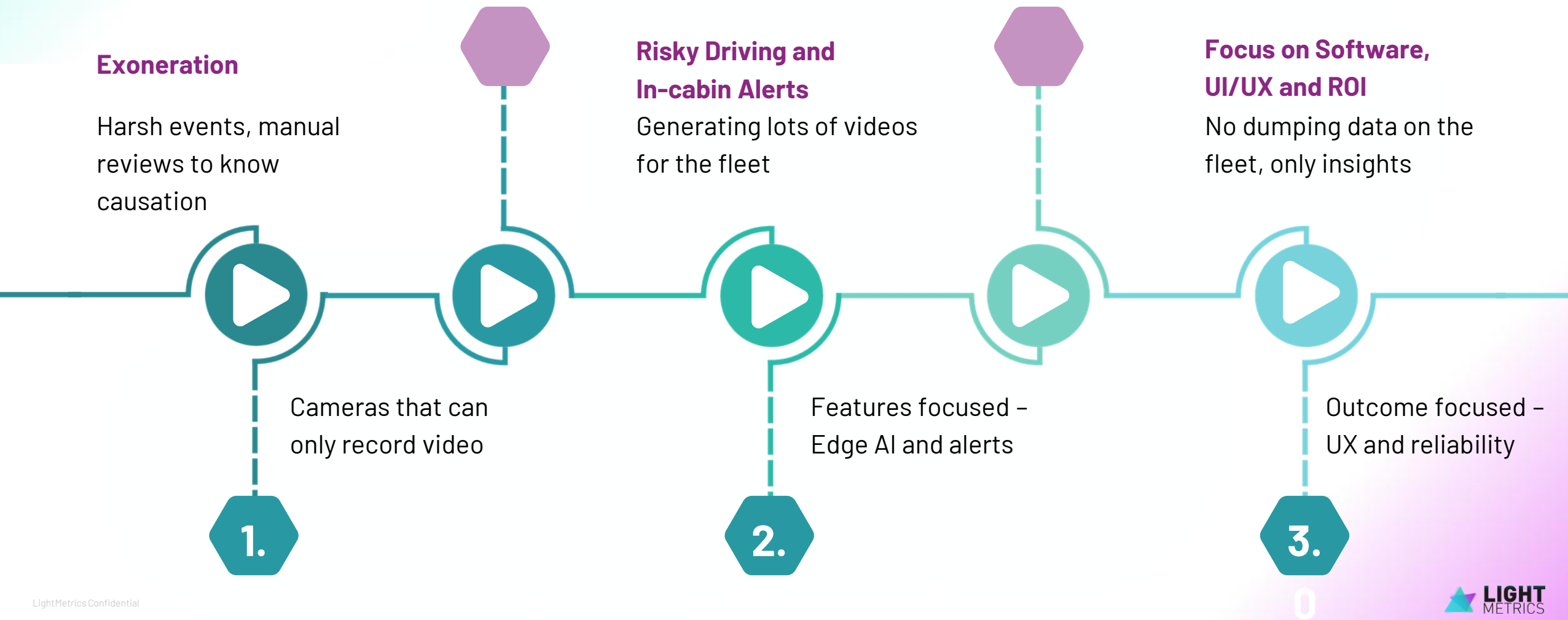
If there is a crash, protect the fleet with
video evidence

3. RELIABILITY

Reliability isn't just a feature—it's the
foundation

The Evolution of Video Telematics

The Evolution of Video Telematics



The Evolution of Video Telematics

Collision Reported

Retrieve and watch the video
Exonerate drivers, protect the fleet



1.

Prevent Crashes

Edge AI to alert drivers for risky driving, Real-time is critical



2.

Risky Events Needing Attention

1000 trucks x 3 events = 3000 videos
How to find the ones that need action?



3.

Outcome focused –
UX and reliability

The Evolution of Video Telematics

Customize and Configure

Different sized fleets have very different needs – personal preferences play a role

3.0

Reduce Risk

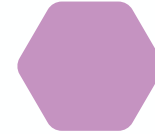
Personalized coaching for drivers
Reward good drivers

What if a Camera Has a Problem

Camera problem or driver tampering – fleet's nightmare is a crash not captured

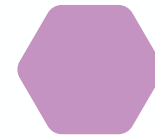
RideView

The Leader in Solving Problems that
Fleets Care Deeply About



How to think about the video telematics space and the numerous options?

Organize the clutter, help the buyer



Two problems that fleets care the most about.

Get the buy-in on the problems, show that we solve it in a differentiated manner leading to more value creation