

BATTLECARD



Overview

SurfSight is for Lytx's channel sales only but of late, we have heard that they plan to offer this to fleets directly (unverified). This is the mainstream offering from Lytx and is more cost effective compared to DriveCam. They primarily sold AI-12 camera but have recently upgraded the hardware - AI-14 which has a better processing power than AI-12. From a product and innovation perspective, our opinion is that the product has stagnated and if you look at release notes, there are no meaningful improvements or new features being introduced.

Where SurfSight is strong

- Adding additional cameras (4) with AI-14/AI-12 (counter for this: Mitac Hub will be available shortly and it can support 4 cameras and a monitor for an upgrade path for fleets who use K245/220)
- Lane weaving feature – crossing few lanes within some time (counter for this: LM can add this at short notice – but we have a lot of very meaningful features that SurfSight does not have – see below)

Where RideView is stronger

AI functionality

- **Drowsiness** – Detecting fatigue and drowsiness based on analysis of blink rate, blink duration, eye appearances, yawning. SurfSight does not detect drowsiness – after a few hours of driving, any time the head goes down, they call it drowsiness, but drowsiness is not dependent on how long one has been driving. For example, if a driver is suffering from sleep apnea or has not slept the previous night, he can be drowsy even at the start of the trip.
- **Speed limit violation** – Using AI to detect speed signs ensures the most up-to-date traffic signs are enforced, providing video evidence of speeding which is invaluable for coaching. SurfSight just allows a fixed speed threshold to be applied (maximum speed).
- **Traffic Light Violation** – LM detects when drivers violate a traffic light straight through without stopping. SurfSight does not have this.
- **Alerts for speed cameras** – LM can alert for presence of speed cameras which are used to penalize drivers. SurfSight does not support this.
- **Better distracted driving detection** – LM can detect when gaze is down but head pose is correct, a very common scenario when drivers have a device on their lap out of the field of view of the camera. SurfSight (in fact no other video telematics) does not support this.
- **Tailgating and Forward Collision Warning** – LM detects them as two different events because behaviorally they are different. For more effective coaching, they should be treated as such. SurfSight has only tailgating (TG) and does not have FCW, which is critical in averting rear-end collisions.
- **AI video compression** – Fleets can now save weeks of video (not just days) with no hardware change. This means better protection for fleets against false cases and fraudulent claims.

Where
RideView is
stronger

Workflows

- **RideView is a Video Telematics 3.0 solution**, where the focus is on workflows, UX, and outcomes. SurfSight on the other hand is a Video Telematics 2.0 solution where the focus is on creating more safety events and dumping lots of event videos on the fleet.
- **Automated Triaging** – A fleet of 100 vehicles generating 5 safety events will result in 500 event videos dumped on the fleet per day. Fleets do not have the bandwidth to view so many videos – this is what SurfSight does. LightMetrics uses AI to automate triaging, saving fleets time. *Stop watching videos, start coaching* is the mantra.
- **Coaching workflow** – RideView has an enterprise-fleet-ready coaching workflow that is easy to use, with sophisticated reporting.
- **Enterprise fleet workflows** – Custom user roles, access control, tags and groups, hierarchies, custom events, and reporting – all key for running operations in a large fleet.

Hardware Agnostic

(Not applicable to fleets – unless they are multi-national fleets!)

- No matter the camera, same UX, same APIs – makes it easy for TSPs to stay hardware agnostic and keep up with the latest innovations in hardware.
- This is particularly important for TSPs who have multi-national operations.
- LightMetrics is the only video telematics company that innovates for partners in a very meaningful and impactful manner (tools and workflows for TSPs)

Tools and workflows critical for video telematics success

- **Self-installation** – Easy to install, requires no inputs like height of the camera, axle width, etc.
- **Automated calibration** – LM calibration is entirely automatic. Expecting busy fleet managers to calibrate cameras manually is poor UX and delays rollout.
- **Diagnostics** – Best-in-class camera diagnostics built for partner support and product teams with extensive configurability and alerting mechanisms.
- **Focus on unit economics** – With AI-based compression, data cost is reduced by more than 50% for TSPs, improving scalability and profitability.

**Where
RideView is
stronger**

Camera System Features

(non-AI features on the camera)

- Only harsh event videos uploaded immediately – rest are on-demand
- Driver privacy modes with multi-gesture panic button
- Driver ID options (NFC, RFID, QR code, API and ability to edit driver after trip)
- Surveillance mode (capture video after impact)
- Post ignition off support – LM supports beyond 2 hours; SurfSight supports up to 2 hours
- GPIO support (immobilizer, seat shaker when drowsy, etc.)
- Event configurability greater (SurfSight – only 10s videos)
- Loss of cellular connectivity – SurfSight can store only 4 hrs GPS and 1 GB of media before it loses data