

BATTLECARD

RIDEVIEW™

 **seeing**machines

RideView vs. Seeing Machines

BattleCards

RIDEVIEW™



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.