

BATTLECARD

RIDEVIEW™

Streamax

Overview

Streamax is a leading Chinese hardware company, ranked #1 globally in dash camera sales by Berg Insight. Their product lineup includes dash cams, MDVRs, displays, tablets, DVS kits, and AI edge computing devices. While they offer edge AI and basic PC software, their strength lies in hardware. Initially hardware-only, they now support SaaS-style usage by allowing data upload to customer-defined endpoints, but they still lack a native cloud offering. Customers must retrieve data from Streamax's setup within a week for further use.

Where Streamax is stronger

- Hardware portfolio satisfying all needs that a TSP may ever have, for all classes of vehicles and applications - e.g. DVS kit for UK
- Vulnerable road user detection for DVS compliance
- Low SaaS cost (~\$3/month)

Weakness versus RideView

- Not natively a software company - so the burden of developing software, maintaining it, etc., is completely on the TSP
- Cost of the camera (AD Plus 2.0) is approximately \$475 including a 128GB SD card - very expensive
- No cloud - just 1 week storage
- TSP has to build the backend, maintain it and are responsible for all operations
- Makes the Go-To-Market slower (12 months), with TSPs being unable to address the opportunity in the the near term
- Zero support to the TSP with installation - which is the foundation of the user experience
- Zero support on diagnostics and support - this means the TSP must build out diagnostics completely
- Changes, modifications, new feature requests, support for innovation - Either no support or very slow to respond
- No workflows, no UI/UX - with Samsara coming in aggressively in some markets, the entire burden of UI/UX is on the TSP - introducing massive product risk
- Proprietary compression (to be announced) that results in 2.5x more video being stored - so more efficient use of memory (save 2.5x more hours on same memory), while reducing the amount of data used (data costs)
- Using maps for speeding - LM uses edge AI and proprietary maps to do the best of both, so no stale speed limits or wrong speed limits, while being able to detect temporary speed signs like work zones
- No coaching workflow - For safety conscious fleets, a good coaching workflow is crucial for a good UX.
- No enterprise fleet features - For large fleets, features like tagging, groups, hierarchies, user roles, access control, etc are a must
- Calibration involves a manual step which is expensive and tedious - LM calibration is entirely automatic.
- Early drowsiness - not just based on eyes closed, but micro sleep patterns based that alerts drivers before eyes completely close