



New technology will stop texting while driving

Distracted Driving accounts for between 25% - 30% of road accidents in Ireland each year and according to Clear Sky Capital Investments (CSCI), this new technology will enable Governments and mobile phone operators to come together to eradicate texting while driving. Clear Sky Capital Investments, an Irish company based in Leeson Street Lower, Dublin 2 has partnered with Drive Safely Corporation (DSC), a US company, by securing the European rights to a unique Anti-Messaging Technology (AMT), developed by DSC. The company's have promised that AMT can reduce the number of accidents, injuries and fatalities on the Irish roads.

AMT utilises GPS data to ascertain whether the user's mobile phone is in a moving vehicle. If AMT determines that the phone is in motion, a screen pops up whenever the user first attempts to read or send an SMS text, MMS or e-mail. If the user accesses the phone's messenger services (to receive or send a text,) a screen advises the user that "Texting While Driving is Illegal," and then asks "Are you a driver?" If the answer is "yes," the phone's messenger capabilities are disabled until the phone has been at rest for a period of time. If the user answers "no," then AMT will allow the user to access the messenger services only if the user is able to input a series of letters, numbers and symbols within a restricted time frame, a process called the "Attention Validation Sequence." Clear Sky Capital Investments Managing Director, Ciarán Hynes explains "AMT is unique insofar as the product allows each country to set the parameters for initiation. Ireland may decide that AMT should begin initiation whenever the phone reaches 20 kmph, but the UK may decide that initiation should begin at 20 mph. - AMT allows each country to customise the initiation speed. He went on to explain: "Our goal is to have Ireland

be the first country in the world to eliminate texting while driving and lead by example just like the smoking ban."



Texting while driving has come under intense scrutiny from road safety activists in recent months.