



New technology will stop texting while driving

DISTRACTED Driving accounts for between 25% - 30% of road accidents in Ireland each year and while overall fatalities have been reduced in 2009 there is an increase in the use of mobile phones while driving. Alarming a driver will take his/her eyes off the road for every five seconds of every six seconds to send or read a text.

Irish Company, Clear Sky Capital Investments (CSCI) has partnered with Drive Safely Corporation (DSC), a US company, and has secured the European rights to a unique Anti-Messaging Technology (AMT), developed by DSC. This new technology will enable Governments and mobile phone operators to come together to eradicate texting while driving and therefore reduce the number of accidents due to distracted driving.

With AMT this can now be stopped and therefore reduce the number of accidents, injuries and fatalities. AMT, developed by Drive Safely Corporation, utilises Global Positioning Satellite (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, for example) a screen advises the user that "Texting While Driving is Illegal," and then asks the following question: "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." The Attention Validation Sequence screen displays randomly assigned letters, numbers and symbols. In order to avoid immediate disablement of the phone's messenger functions, the user must input the data exactly as shown in a very short time period. Following the initial Attention Validation Sequence screen, AMT will periodically and (without warning) initiate additional Attention Validation Sequence to ensure that the user is not driving a motor vehicle. If the user fails to respond exactly, and in the required time period, with respect to every validator screen, AMT will disable the phone's messenger services until the phone has stopped moving for a period of time.

Clear Sky Capital Investments Managing Director, Ciarán Hynes explains: "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."

He continued: "AMT is unique insofar as the product allows each country to set the parameters for initiation. In other words, 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. USA studies have shown that passengers are not inhibited in their ability to text while in a moving car since they can readily pass the Attention Validation Sequence that drivers fail. Finally, what truly distinguishes AMT from every other product is that AMT is designed to be broadcast to all mobile phones from each carrier as a component of their respective networks. Products other than AMT

are designed to be downloaded on an individual's phone, which allows the software to be enabled or disabled at will. With AMT the user cannot disable the product, which ensures uniform enforcement."

He added: "We will be looking to meet with the Department of Transport, the Road Safety Authority and the mobile phone operators in the coming weeks to outline the technology and demonstrate how this unique product will reduce the number of accidents, injuries and fatalities due to distracted driving."

