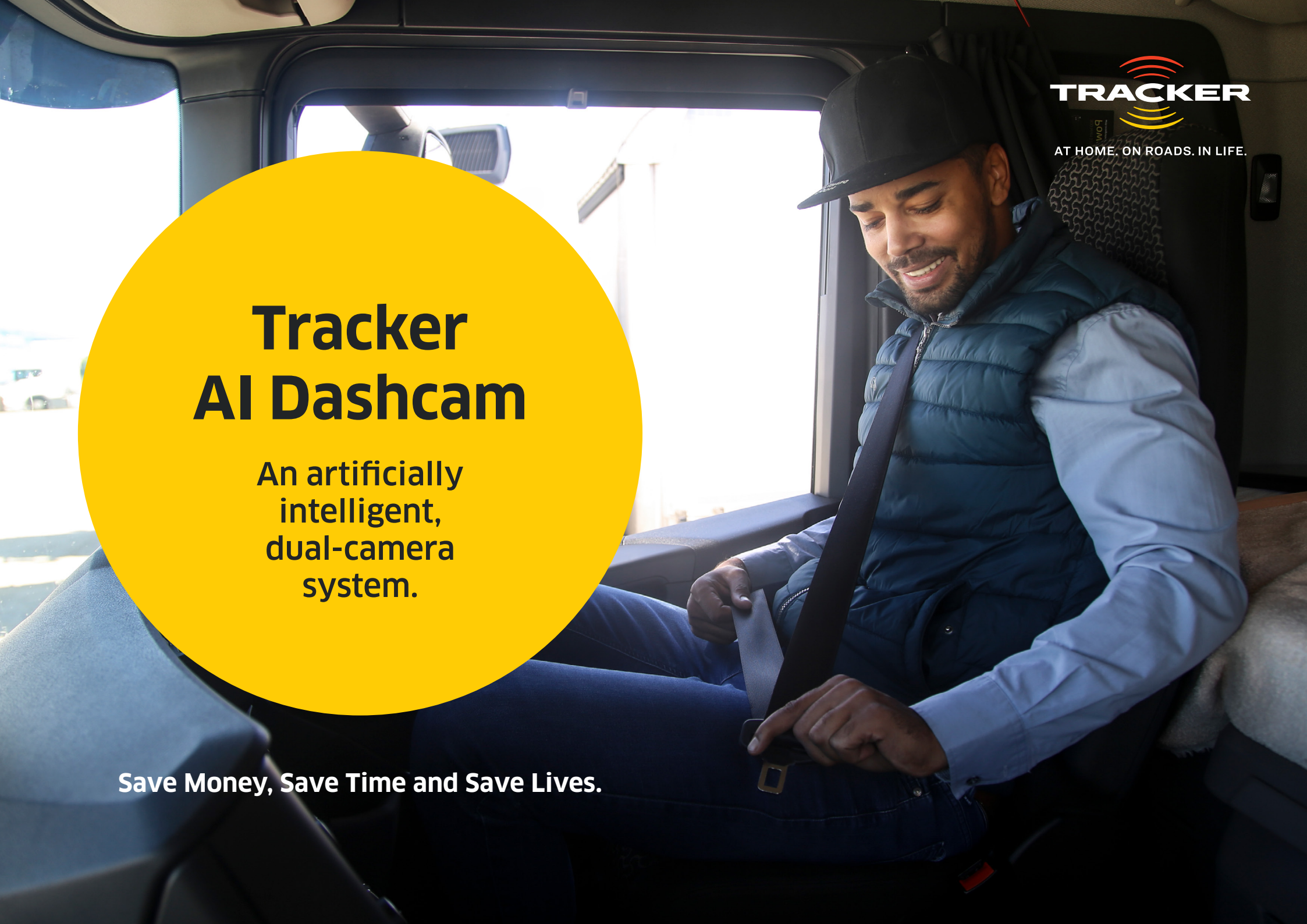
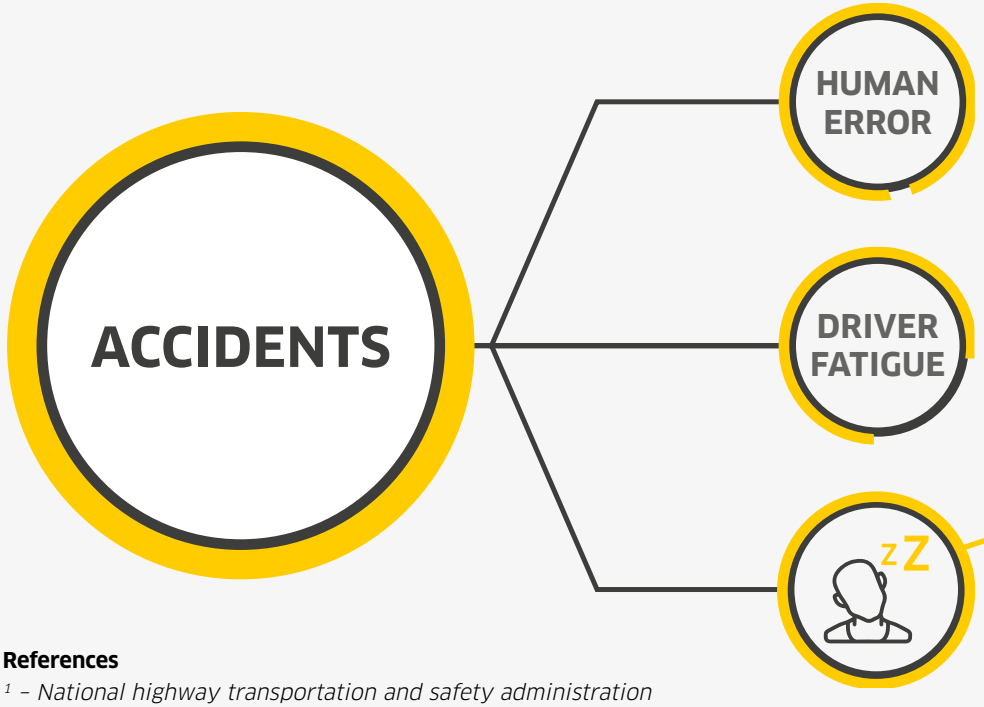

TRACKER
AT HOME. ON ROADS. IN LIFE.
Tracker
AI Dashcam
An artificially intelligent, dual-camera system.
Save Money, Save Time and Save Lives.

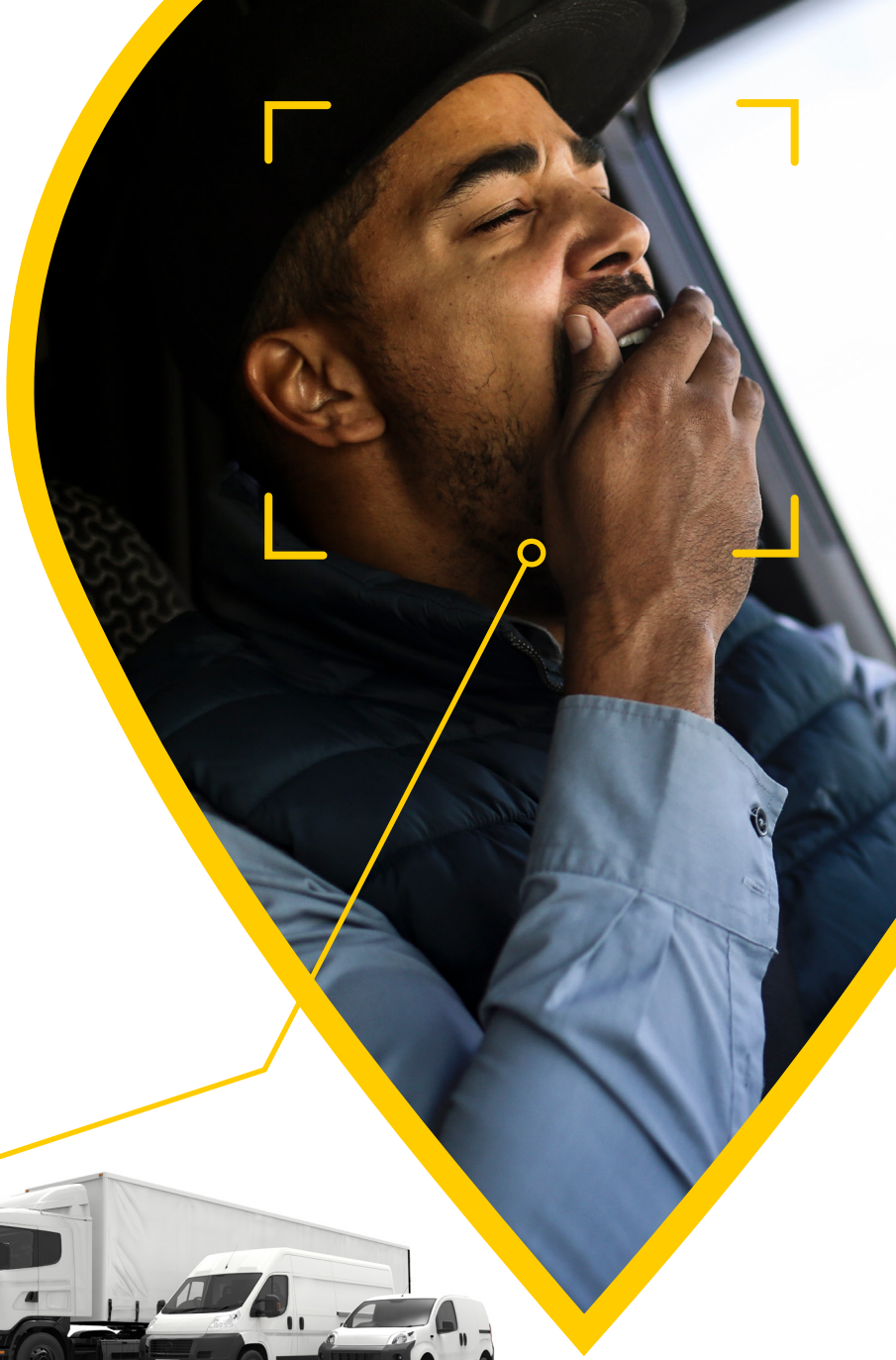
# The problem

Accidents are an unfortunate reality of our business, and while these may be caused by various factors, **90%** of the time, accidents are caused by human error[1].

Of these accidents, **70%** are caused by driver fatigue, speeding, recklessness, or distractions.

Because of accident claims, costs of trucking and other commercial vehicles, insurance premiums are skyrocketing.



**References**

[1] – *National highway transportation and safety administration*

**NEW**

Tracker wants to help your business avoid these unnecessary costs with our revolutionary **NEW Tracker AI Dashcam**. It's the world's most intelligent video-based driver monitoring technology.

# The solution

With the Tracker AI Dashcam, you can help your drivers stay alert on the road.

**Tracker AI Dashcam** is an integrated, dual-camera device that faces both the road and the driver and can recognise event triggers such as **speeding, accidents**, as well as various **AI triggers like driver fatigue, distraction and safety belt usage**.

It uploads all this information to a secure online cloud-based portal, giving you and the drivers real-time alerts, supported by video footage.

**The Tracker AI Dashcam ecosystem is comprised of four components that work together to improve driver safety and fleet efficiency:**

**Reports & Analytics**

**Driver Monitoring**

**Fleet Management**

**AI Technology**

# Trust the Tracker AI Dashcam to:

- Alert the driver in real-time through a speaker and display of an event that could lead to a potential accident (distraction, drowsiness, speed)
- Record all other events and create a dashboard for management to review and assist with coaching
- Significant reduction of accident risks through avoidance and coaching
- Lower insurance costs through reduced claims

**Alert Driver** | **Record Events** | **Reduce Risk** | **Lower Costs**

## It really is the one single device that does everything, and it's affordable

TRACKER

## The portal is cloud-based, has a mobile app for iOS and Android users, and offers:

- GPS Tracking
- Video Review
- Live Look-in Service
- Event Alerts
- Fleet Reports
- Driving Analytics
- Predictive Analytics for Advanced Coaching

# Tracker AI Dashcam Portal

## Secure cloud-based portal

To help you track your fleet and ensure your business gets only the absolute best, we've developed our portal to be an intelligent application that works with Tracker AI Dashcam to assist fleet managers in identifying critical driving behaviours.

Our artificial intelligence fleet monitoring platform makes your Tracker AI Dashcam information easy to understand and gives you insights that allow you to assess your fleet for efficiency, safety, and compliance through one single AI platform.

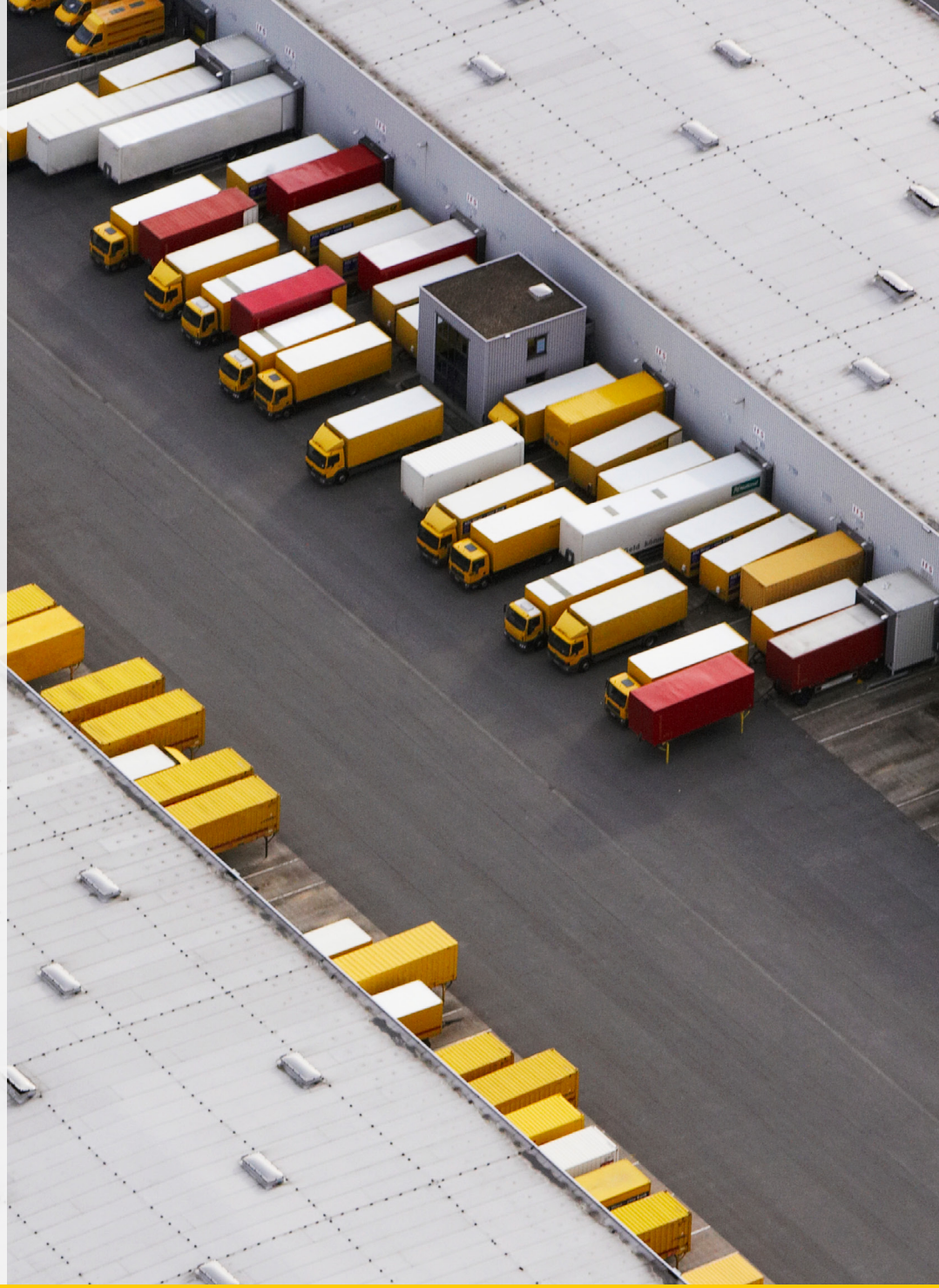
# Your fleet at your fingertips.

AI Cam algorithms identify and analyse facial points and driver behaviour

Events based on fleet manager criteria and AI are captured through triggers

Events are sent in real-time to the AI Dashcam Portal

Fleet managers and iDrive video monitoring analysts review events to reduce risk and optimise efficiency



# The details are what matter

Partner your business with Tracker AI Dashcam and take advantage of these amazing benefits.

## Embedded AI

- Real-time drowsiness and distracted driving detection and alerts
- Embedded facial recognition and driver identification
- Embedded safe distance warning for following too close to other vehicles
- Fact-based decision making through predictive and prescriptive analytics
- Proprietary AI, deep-learning and computer vision algorithms
- AI to assess risks and warn drivers with real-time alerts
- Custom AI sets and training data
- Fleet machine-learning with advanced AI features

# Advanced analytics and reporting

- Company and driver scoring on safety, efficiency and compliance
- Advanced reports based on predictive and prescriptive analytics
- Custom reports on drivers that need coaching
- Configurable parameters for scoring
- Analytical dashboards
- Driver performance management and monitoring dashboards

# Alerts, events and videos

**Configure Video Lengths**

**Configure HD Video Lengths for Live Look-ins**

**User Set Alerts**

# Triggers & Alerts:

- Distracted driving
- Driver fatigue
- Safe distance warning
- Accident
- Over speed
- Aggressive driving
- Random/periodic video feeds
- Sleep mode

TRACKER
TRACKER
Me & My Family
Chat
Core Services
Value-Added Services

## Infrastructure, integration and more

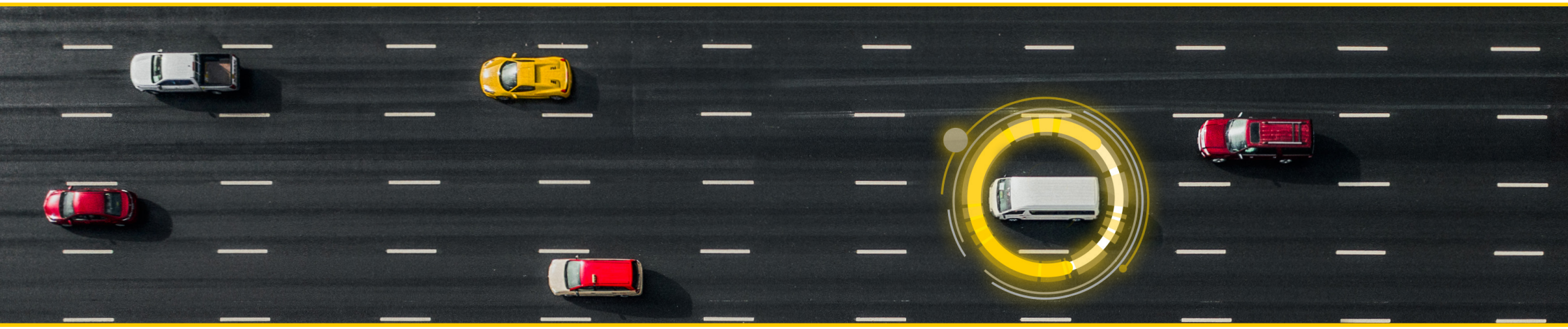
- Online secure **cloud-based** platform
- Our platform is accessible through **all devices**
- The **Tracker AI Dashcam mobile app** is available for iOS and Android users (driver & manager)
- Hardware warranty for the duration of service contract available
- Minimum contract period of **3 years**
- Typical **ROI** is between **3 to 12 months**
- **Training** & onboarding through Tracker AI Dashcam support
- 3G/4G IoT connection with **guaranteed** QoS & robust signal across borders
- Global roaming **data SIM** (M2M) included

# The bottom line...

It is the most affordable and most comprehensive fleet management device which gives you **the complete picture**. It's the best thing you can do for your business today. All video events are annotated with a trigger type, driver name, video ID, location, time and date to provide you with a complete picture of what's going on in your vehicles at a glance.

Get it in **real-time**. Tracker AI Dashcam creates a real-time connection between driver and manager to detect and prevent accidents, connected through a multi-network global IoT network.

Access your information **anytime**. View critical footage in real-time with live look-in or before and after an event to exonerate innocent drivers and decrease insurance premiums.



**To care is to protect.**

Contact us on **0860 60 50 40** or
visit our website: **www.tracker.co.za**