



This is Video Telematics

*DRIVING RISK VISUALIZED*



# SMART WITNESS®

SMART WITNESS®

SMART API

SMART WITNESS®

RISKDRIVE  
Advanced Risk Management System

TELETRACNAVMAN

Camatics



about us

# Our Story

SmartWitness was born in London in 2007 under the umbrella of Y3K, a successful CCTV manufacturer and distributor in the U.K. At the time, Y3K CEO Paul Singh saw a gap in the dash camera market for commercial fleets. Up until that point, the only dash cameras available in the marketplace were cheaply made, unreliable, designed for cars only, and vulnerable to tampering. Paul then began work on the first SmartWitness product, the SVC100. Unlike other dash cams on the market, the SVC100 was designed with the fleet owner in mind. The robust performance, secure design, integration capabilities, and affordability attracted the insurance and telematics industries, resulting in a sales boom for SmartWitness.

10 years, 40 employees, 8 product launches and over 250,000 installations later, SmartWitness is still dedicated to innovating and pushing the market forward. Our lineup of connected cameras and accompanying REST API have allowed SmartWitness' video and data to be seamlessly integrated with GPS tracking, telematics and fleet management software, ushering in the new era of Video Telematics.



Paul Singh

Founder & CEO  
SmartWitness



- ⊖ Proven reduction of incident frequency
- ⊖ Defend driving offence allegations
- ⊖ Exonerate drivers from false claims
- ⊖ Improve driving behaviours
- ⊖ Mitigation of whiplash/personal injury claims
- ⊖ Security/Surveillance Capabilities
- ⊖ Increased speed of claim resolution
- ⊖ Vehicle /Asset Tracking
- ⊖ Protection against insurance fraud

benefits



# Unparalleled ROI

After property, vehicles are often the most expensive asset an individual or business will own or operate. Yet whilst properties have an extensive collection of safety equipment installed, such as fire alarms, intruder alarms and CCTV systems, vehicles have been largely ignored until recently. Our industry leading in-vehicle cameras have produced exceptional results for our clients and provides solutions that undeniably redefine the way vehicle risk is analyzed.

We recently monitored the impact of FNOL (first notification of loss) in 3,000 commercial vehicles. The results were astounding; disputed claims had reduced from 40% to a mere 2% when the vehicle were equipped with SmartWitness FNOL cameras. Other benefits included significant improvements in driver behavior and a 19% reduction in the number of incidents which resulted in insurance claims. Additionally, the amount of time spent on the claims where the driver was at fault was significantly reduced which led to a huge reduction in legal costs.

The fleet operator has full knowledge and control over the incident footage and data. All data and video is delivered directly via email or their tracking/telematics system so that they can track and monitor their vehicles while protecting their driver, vehicle, insurance premium and loss ratio. In the event of an incident, fleet operators and/or their insurance claims team receive real-time alerts and have instant access to on-board footage in order to identify the possible party and possible fraudsters.





GPS Tracking & HD Video in a single, simple device



Integrates with ADAS, HOS/ELD, and other Telematics Systems



The only vehicle camera certified on all 4 major U.S. cellular networks



Trusted by FedEx Ground, DHL, Chicago/ NYC/London Taxi, and many leading Insurers

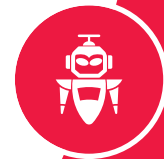
technology

# Professional and Reliable

Our technology is researched and developed in-house at our R&D centers in the UK, USA, and South Korea. By using premium quality components from technology leaders such as Sony, Bosch, Sierra Wireless, Taoglas, Telit, and U-Blox, we can ensure class-leading reliability and market leading performance. SmartWitness products are tested, approved, and certified to the highest standards, and are in operation in over 50 countries worldwide. Our extensive experience with commercial fleets has enabled us to develop products able to withstand the rigors of all roads, journeys and obstacles.

## Hardware as a Service (HaaS)

As the connected vehicle era ushers in, scalability, security, and flexibility are of the utmost importance. While hardware remains our specialty, we've evolved our middleware and device management solutions to a robust multi-tenant, elastic architecture built on the most trusted cloud platform in the world; AWS. As a result, SmartWitness devices are now the most integratable vehicle camera in the world.



The background of the slide is a close-up of a black SmartWitness KP2 camera lens. The camera has a grid of small circular holes. Overlaid on the camera are several red circular icons: a Wi-Fi symbol, a 3G symbol, a USB symbol, and a signal tower symbol. The text 'SMARTWITNESS' is printed in a stylized font across the camera lens.

SMARTWITNESS

award winning products for all  
vehicle types & applications

Arriving in 2018...

The SmartWitness KP2, an LTE connected vehicle camera with ADAS, CAN interface, 2way audio, expandability up to 10 cameras, and an amazing new cradle concept design.



# Commercial Grade Devices

SVC1080-LC



Forward Facing HD Dash Camera with GPS, non-connected (SD only)

KP1S



2 channel HD Camera with optional 3G and WiFi Connectivity

CP1



Forward Facing 1080p Camera with GPS and integrated cellular modem

CP4



4 channel HD recorder with integrated cellular modem, GPS and optional LCD monitoring





customizable solutions

# Choices in Connectivity



## SD Card

Smartwitness records video footage and drive data continuously on a loop as the journey continues. This data can be accessed manually at any time by retrieving the device SD Card(s) and inserting into your PC. The included analysis software allows you to view recorded video and drive data evidence of an event. Our products do not require 3G or WiFi to operate as a stand-alone system.



## SmartMail

SmartMail was developed with the small/medium fleet operator in mind. It delivers driver safety and protection information to you within moments of an incident taking place. Using SmartWitness cameras with mobile connection enable safety-critical road events to automatically transmit an email notification with the video clip and event information enclosed. An online portal is provided to help manage all vehicle events.



## SmartAPI

Smart API allows telematics service providers (TSPs) and insurers to easily integrate SmartWitness devices. Our REST API allows you to seamlessly add a video solution to any software platform. SmartWitness can be used as a stand-alone GPS tracker without additional telematics hardware. Built-in GPS & G-sensor enable real-time location and drive behavior reporting, all in a compact windshield-mounted device.



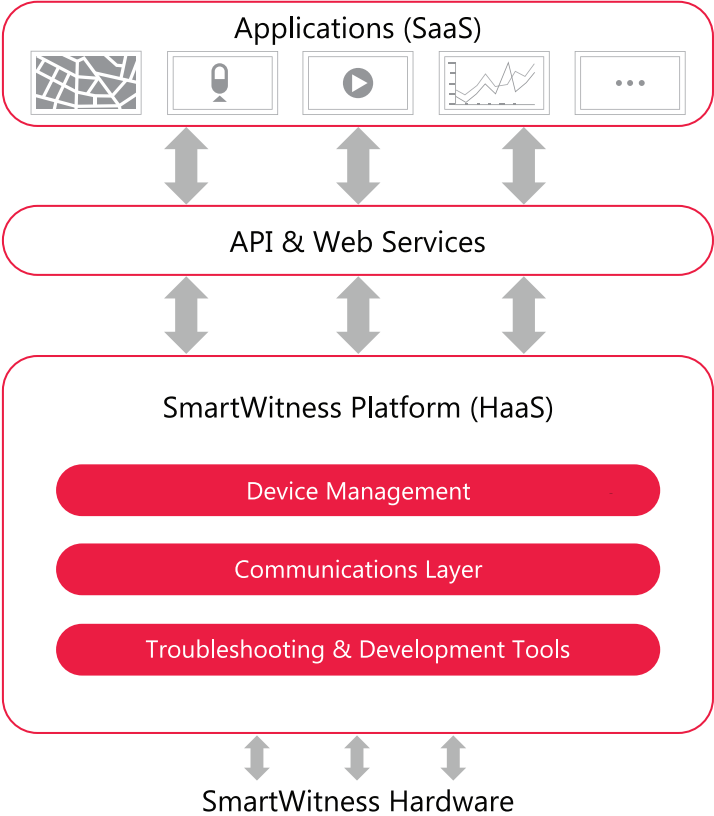
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this is  
video  
telematics



# Seamless Integrations





SmartWitness cameras have definitely improved the behavior of the chauffeurs because our at fault accident rate has reduced by almost half to about four or five accidents per month compared with the same five month period last year. I would estimate we will save about \$95,000 a year based on fewer accidents and because we will be less likely to be targeted by 'cash for crash' fraud. We also expect our insurance premiums to reduce next year.

Janusz Kozlowski,  
Fleet Manager, Tristar Worldwide

We have saved the cost of the SmartWitness systems within six months, and now there's no way I would consider sending out any of our vehicles without a SmartWitness camera installed.

Chris Hetherington  
Managing Director, CRH Transport

By incorporating SmartWitness cameras into our customer's vehicles, we strengthen our focus on improved driver safety and help fleets reduce risk and save costs. The marriage of driver feedback with in-vehicle cameras allows us to offer fleets a complete driver safety, behavior improvement solution to help reduce their road risk.

Torsten Grunzig  
Director, TomTom Telematics

# client testimonials

Video footage is a key part of any telematics offering nowadays and we looked at lots of other solutions to incorporate with our BigChange system but SmartWitness was the clear winner, based on spec, features, innovation, value, reliability, quality, support, and price."

Martin Port  
CEO, BigChange Apps

The camera evidence provided through the SmartWitness technology is a huge help for drivers who have a vehicle accident, whether it's for an insurance purposes or defending false claim by another driver. Demand for camera integration in cars, van and lorries is increasing, and we're glad to deliver further safety enhancements that are both preventative and retrospective by offering integrated SmartWitness cameras to Masternaut customers across the market.

Alex Rothwell  
CTO, Masternaut

The SmartWitness KP1 has been nothing short of outstanding for our business. We finally have a reliable and affordable camera system, in our fleet of almost 100 vehicles, that we use regularly for quality control purposes. I am also very impressed with the variety of options available in these systems. From their sales team, to the finished product and customer support, every aspect of this company has been outstanding and a pleasure to work with.

Joseph Manganello  
Director, Advantage Transit Group



# The Jury is out: Video Evidence Benefits All

The evidence is overwhelming: Trucks and Commercial fleets are found to be at fault at a much lower rate than private car drivers when there is a road incident. Commercial fleet owners and drivers can protect themselves and save time & costs with the concrete evidence SmartWitness technology provides. SmartWitness combines the ease of use and simple form factor of a "dash camera" with the added security, technology, and feature set of a more expensive mobile DVR.

## For Drivers

Prove your Innocence & What Really Happened

Defend Against Driving Offense Allegations

Protect Against Behavior Complaints

Security/Surveillance Capabilities

Vehicle Location, Speed & Driving Route

## For Insurers

Mitigation of Whiplash / Personal Injury Claims

Proven Reduction of Accident Frequency

Proven Reduction to Loss Ratios

Concrete Evidence of what Really Happened

Increased Speed of Claim Resolution

## For Employers

Detect Training Needs / Unsafe Practices

Increased Fuel Economy; Improved Drive Behaviors

Log Vehicle Journey History & Incidents

Incentivize Safe Driving Behaviors

Clients & Passengers Feel Safe that your vehicles are under surveillance



SmartWitness is a world leading designer, manufacturer, and supplier of in-vehicle cameras, recorders, and software. Our industry leading vehicle equipment has produced exceptional results for our clients and solutions which undeniably redefine the way vehicle risk is analyzed.

With roots dating back to 2007, SmartWitness has implemented protection of over 250,000 vehicles around the world, covering in excess of 35 million miles per day. Today, SmartWitness is pioneering a new industry, Video Telematics, by enabling traditional vehicle telematics and fleet management software to be integrated with SmartWitness devices via RESTful API.



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[smartwitness.com](http://smartwitness.com)



## Video Evidence Captured

High-Resolution cameras capture images of the road and inside, rear, and sides of the vehicle.



## GPS Location Recorded

Built-in GPS/Glonass provides precise event location, route, vehicle speed and direction.



## Network Connected

Cellular Connectivity provides real-time images, live-location, and on-demand HD video upload.



## Events & Driver Analyzed

Detailed telemetry data enables accurate scoring for driver coaching purposes and reducing claims.