





# Discovery Process

## WHAT DOES YOUR IDEAL VIDEO TELEMATICS SOLUTION LOOK LIKE?





# About SmartWitness



SmartWitness Schaumburg Office

## Key Highlights

2007

SmartWitness Launches in the UK

2012

SmartWitness Open US Office – Schaumburg, IL

5

Number of SmartWitness Offices Globally

75

Years of Video / Telematics Experience (SW Executive Team)

185

# of Partners Globally: Telematics, Insurance, & Distribution

25

Telematics Software Integrations

250,000+

SmartWitness Devices Deployed Globally

35,000,000

Miles Per Day Monitored by SmartWitness Technology



# SmartWitness Strengths

## Hardware

Leading designer and manufacturer of commercial grade video telematics equipment.



## Software

Developer of turnkey video telematics platform and device lifecycle management.



## Installation

Implementation and project management support with certified installer training.



## Training

Hardware and software training to ensure your customers fully understand their solution.



## Support

Local sales, technical, and warranty support for all products and services.



## Who We Aren't:

- Box-in, box-out retailers (Amazon, eBay, etc.)
- Chinese products with white label branding
- VC funded startup



# Clients & Partners in Every Industry



**Passenger  
Transportation**



**School Bus**



**Trucking**



**Ready Mix &  
Heavy Duty**

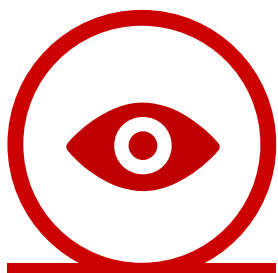


**Insurance**





# Key Benefits



## Undeniable Witness Evidence

Video data reduces  
disputed claims  
from 40% to 2%



## Remote Access to Video Footage

Instant access  
when needed by  
claims department



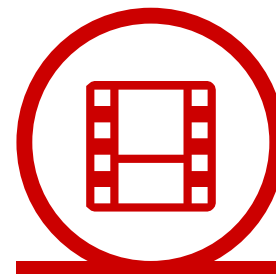
## Control of Claims Spend

Reduces third party  
claim costs



## Immediate Notification of Incidents

Manage the  
direction of claims  
through early  
interception



## Fraud Prevention

Concrete evidence  
to determine  
occupancy claims  
or staged/induced  
accidents



## Early Liability Decisions

Eradicates the cost  
of investigation  
fees from external  
sources



## Vehicle Tracking & Monitoring

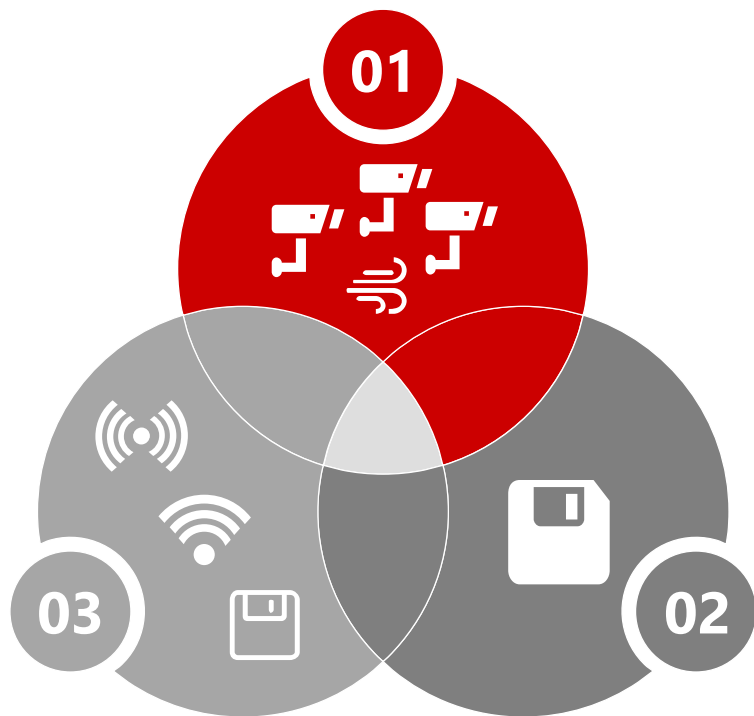
Proves if the  
vehicle was in the  
area of an alleged  
incident and  
speed/behavior  
metrics



# Building a Solution

## # of Cameras

1-8 channels; up to IP69K rated



## Solution Type

Connected (Cellular/WiFi)  
Non-Connected (Manual Retrieval)

## Storage Capacity

32GB – 1TB

## HARDWARE FOR ANY SOLUTION



### CP2

CP2 features a 1080p wide angle HD camera, 6-Axis G-Sensor/Gyro, Microphone, removable SD storage (up to 128GB), cellular modem, integrated GPS/Glonass receiver, permanent power cable in a tamper-resistant design with optional vehicle input sensors. An optional 2nd camera ('plug & play') can be connected to the main unit for recording the driver/vehicle interior.

### CP4

CP4 features 4 camera inputs for connecting 1, 2, 3, or 4 cameras. A 6-Axis G-Sensor, Microphone, SD card (up to 128GB capacity), panic button, 4 Alarm input triggers, embedded LTE modem, & GPS. Various camera options are available and an LCD display can be connected to CP4, making it double as a rearview backup system and blind-spot aid.



### CRX

CRX features 8 camera inputs for connecting up to 8 HD cameras and 4 audio channels. CRX includes a 3-Axis G-Sensor, GPS, 8 alarm input triggers, flexible and powerful storage using an SSD (up to 1TB) and SD Card backup storage (up to 128GB). Various camera options are available and an LCD display can be connected to CRX, making it double as a rearview backup system and blind-spot aid.







# GEOTAB Integration



## Seamless UI / UX

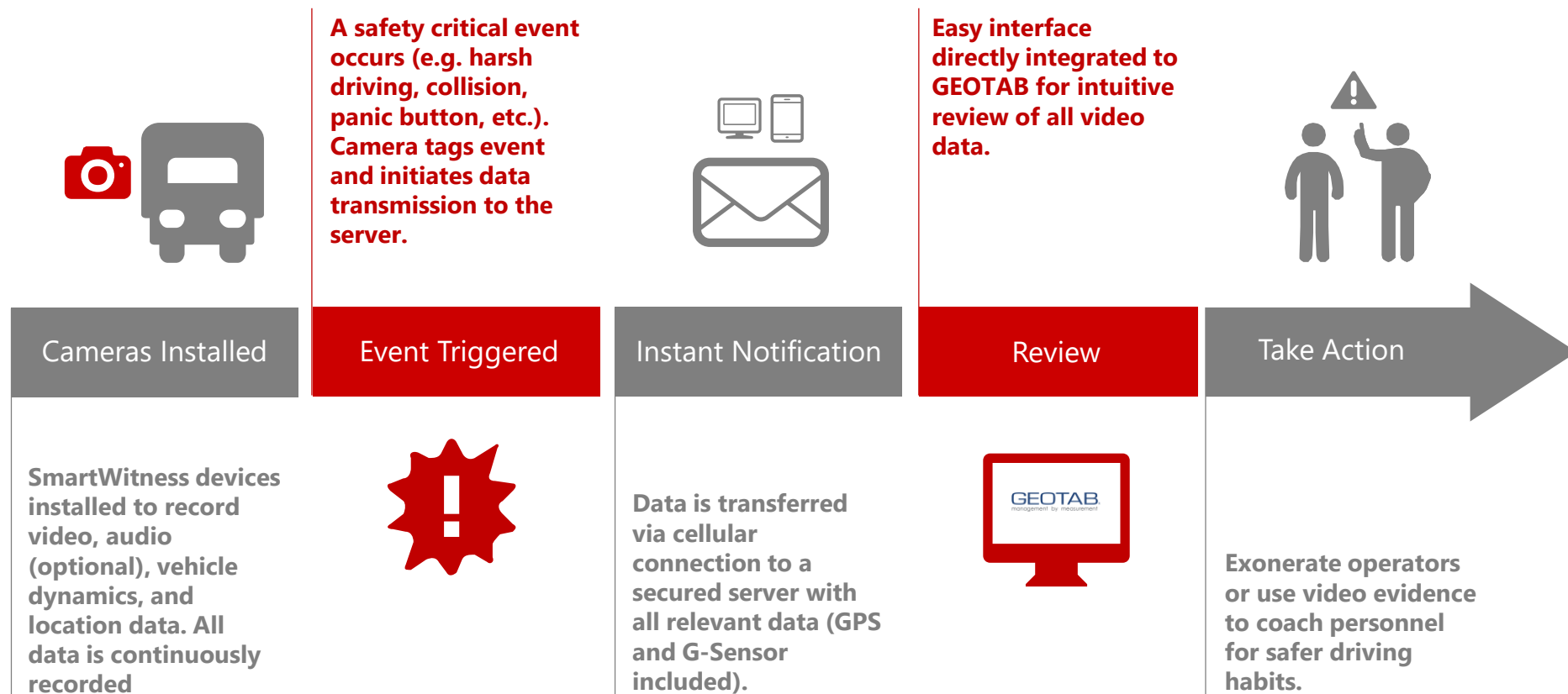
- GEOTAB Rule Driven Events to Automatically Upload Images and Video
- “Live View” Capabilities Included
- Unlimited Cloud Storage
- Pull Video for Any Points Along GEOTAB Trips
- iOS / Android Application for Mobile Use







# GoCam Data Flow





# Landing Page

Search Device:

Search address, zones:

**BEN T030**  
Moving at Co Rd 20/1, Pennsboro for 1hr 4m 280

**ENT 41**  
Stopped at 1566 Lakeview Dr, Washington for 8m 58

**VT 55**  
Stopped at Unnamed Road, Coudersport for 18m 37

**TH 18**  
Moving at Unnamed Road, Waynesburg for 7m 36

**DEEP 3704/4101-23**  
Moving at 55 Pleasants Industrial Park, Saint Marys for 2hr 32

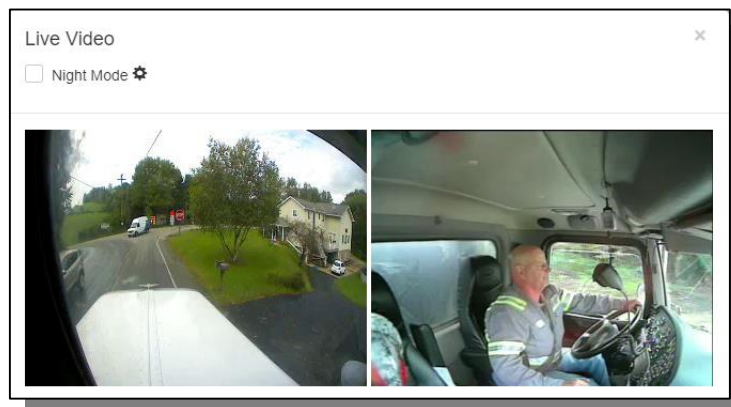
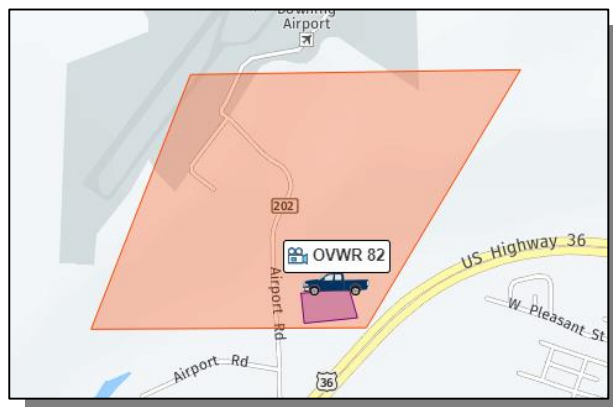
**PU-7004**  
Stopped at ECM Temporary Yard for 4hr 24

**PU-7005**  
Stopped at John Briggs for 42m 20

**CT-124**  
Moving at 1499 Three Lakes Rd, New Milford for 24m 16

**ENT 200 PUSHER**  
Moving at Co Rte 23/3, Pullman for 10m 14

**DEEP 3685-26**  
Stopped at Co Rte 21, Moundsville for 14m 14



## Vehicle List

- Available devices listed on the left pane with Vehicle ID, Status, Location, and Events

## Vehicle View

- Clicking on a specific Vehicle zooms the map to focus on that device
- Current trip is outlined with the ability to query snapshots from breadcrumb trail

## Live View

- Clicking on the Vehicle icon will populate a Live View stream from all available cameras



# Video Review Page

## Automatic Video Upload

- Leveraging all available rules from GEOTAB, GoCam is able to automatically populate pertinent event video recordings for quick and easy review by fleet managers.

## Event Video View

- All camera angles viewable at the same time when reviewing an event.
- Easily export or download videos from the viewer.
- Velocity graph for easy contextualization of event

## Night Mode

- Exposure adjustment to aid in video review during low/no light conditions

09/25/2018 - 09/25/2018

Devices

Excel

Print

Show Dismiss

Audit

Exceptions


Status

Trips

Customer Visits

Rule	Select Devices	Driver	Location	From	Duration	Speed	Comment
							<div>Dismiss All</div> <div></div>
Brake	OVWR 43		63102 Secrest Rd, Belmont	Tue Sep 25 10:46	0m		<div>Dismiss</div> <div></div>
Brake	OVWR 43		63102 Secrest Rd, Belmont	Tue Sep 25 10:46	0m		<div>Dismiss</div> <div></div>
Brake	ENT 66		US-119, Chapmanville	Tue Sep 25 10:44	0m		
Brake	ENT 66		US-119, Chapmanville	Tue Sep 25 10:44	0m		
Brake	MW 1		62390 Secrest Rd, Belmont	Tue Sep 25 10:42	0m		
Brake	MW 1		62390 Secrest Rd, Belmont	Tue Sep 25 10:42	0m		
Brake	ENT 82		PAD_Buffer Ruff Creek - Minor	Tue Sep 25 10:37	0m		
Brake	ENT 82		PAD_Buffer Ruff Creek - Minor	Tue Sep 25 10:37	0m		
Brake	MW 309		245 S Marietta St, Saint Clairsville	Tue Sep 25 10:28	0m		
Brake	MW 309		245 S Marietta St, Saint Clairsville	Tue Sep 25 10:28	0m		
Brake	ENT 66		33 Country Corner Cir, Danville	Tue Sep 25 10:21	0m		
Brake	ENT 66		33 Country Corner	Tue Sep 25 10:21	0m		

Video



<https://storage.googleapis.com/gotrax/ddf99180-67>

Copy

ht

OVWR 43 at 63102 Secrest Rd, Belmont on Tue Sep 25, 10:46 - Tue Sep 25



Chart Line: 

Speed

## Event Video Library




Video



<https://storage.googleapis.com/gotrax/ddf99180-67>  <https://storage.googleapis.com/gotrax/ddf99180-67>

OVWR 43 at 63102 Secrest Rd, Belmont on Tue Sep 25, 10:46 - Tue Sep 25, 10:46

Chart Line:



☐ Night Mode

## Comprehensive Event Information

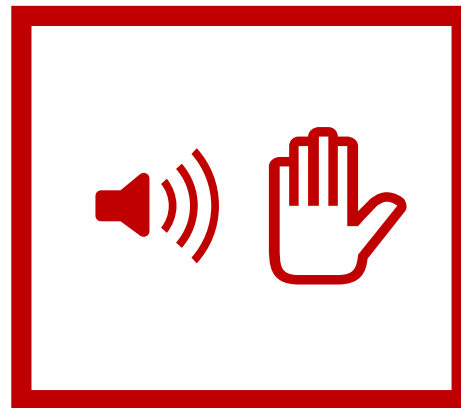
# Solve Business Problems



• **Reduce Risky Driving**



• **Protect Your Drivers**



• **Prevent Frivolous Claims**



• **Save Money**



# Define ROI



Claim Frequency

Without SmartWitness	With SmartWitness
0.84	0.61



Overall Risk Improvement

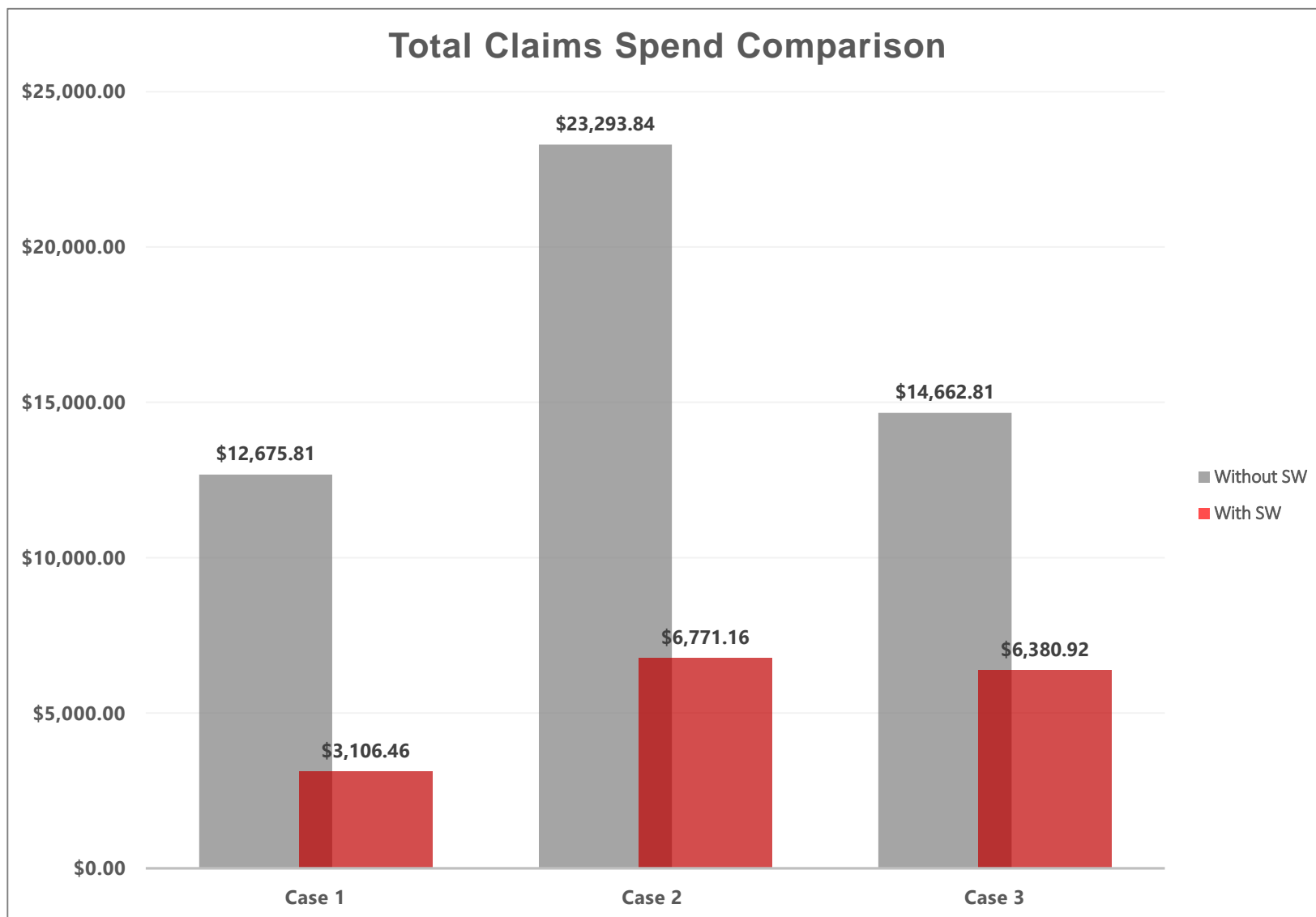


Average Claim Cost

Without SmartWitness	With SmartWitness
\$6,942.78	\$5,743.08



# Case Study



Source: UK Commercial Insurance Carrier, 2016

**SmartWitness video telematics allows far greater control over costs of claims by reducing the time taken to obtain key information.**

**Case 1:** 76% reduction in spend

**Case 2:** 71% reduction in spend

**Case 3:** 56% reduction in spend

# Competitive Advantages

	SmartWitness	Lytx	Samsara	Consumer Grade
Full Telematics Integration	✓	✗	✓	✗
Remote Access	✓	✓	✓	✗
“Live” Look-In	✓	✓	✓	✗
Expandable Memory	✓	✗	✗	✓
Expandable Cameras	✓	✗	✗	✗
Non-Connected Option	✓	✗	✗	✓
Automatic Memory Maintenance	✓	✗	✗	✗



# Commitment to Quality



## Professional

Designing our products to the highest international standards (ISO9001 & ISO14001) and Thatcham Tested. This ensures our products are suitable for use in both Private and Commercial Vehicles in all major countries around the world.



## Reliable

To ensure the highest reliability rate in the industry we choose our component suppliers very carefully and have a strict Quality Control process in place at every level of the business - and we design our products to be robust and reliable.



## Accurate

We don't just rely on great design to produce accurate results, we also source components from leading experts in their respective industries, including GPS sensors from UBLOX, G-Shock Sensors from Bosch, Mapping Software from Google, Memory from Transcend and Imaging Sensors from Sony and Toshiba.



## Fit for purpose

Our products are designed to perform one simple function, the one that they were designed for. That is why we make sure we pay attention to even the very smallest details during the design stage. Over the years many companies have tried to copy our key products, but they have never been able to match us. It is our focus on these small and important details that make our products the best.



## Safe

Above all else we make sure our products are safe for use in the vehicles they are designed for. We ensure this by meeting all relevant safety standards, including CE, FCC, RoHS, VOSA and E-MARK.





# Thank You!



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