

Safety ROVR

ROVR™ Feedback Enhances Driving Safety

ROVR™



ROVR₃™



In long-term tests, one technique has proven particularly effective in reducing common risks associated with driving and improving driver safety parameters. TransCore's new ROVR™ technology collects vehicle and driver performance data, then analyzes and reports the results to help gently guide drivers over time toward safer behaviors on the road.

Those with a vested interest in motorist safety and efficiency – fleet operators and parents of teen drivers, for example – have for decades sought a means to monitor driving behaviors and provide constructive feedback that didn't create risks of its own.

Their efforts have revealed that, rather than being helped, drivers are often more distracted or even irritated by buzzers and blinking lights that alert them in real-time to risky driving behaviors.

Responding to this challenge, a partnership was formed, blending knowledge and funding from the private sector with support from city and county government to develop and test what has now become ROVR, a highly effective tool to shape and encourage good driving habits.

To remove the element of distraction, ROVR quietly monitors a variety of significant safety factors, including:

- ▶ **Rapid acceleration**, or "jack-rabbit" starts that may reflect overall aggressive driving or running yellow lights.
- ▶ **Hard braking**, a symptom of following other vehicles too closely, or distracted driving, which reduces driver reaction time and can increase the likelihood of a collision.
- ▶ **Lateral acceleration**, or speeding through turns, which can result in loss of vehicle control and may lead to single- or multi-vehicle accidents.



- ▶ **Tilt/tipping**, which can lead to rollovers, especially in conjunction with lateral acceleration.
- ▶ **Speeding**, which not only risks fines and blemishes on a driver's record, it reduces a driver's reaction time to any road hazards and can increase the risk of serious injury or death in the event of an accident.

ROVR wirelessly relays conditions such as these to our online, cloud-based Network Operations Center. The system evaluates the data and produces weekly scorecards showing performance metrics in key parameters. Graphs and charts illustrate driver performance and improvement trends over time and can also compare individual metrics against those of other drivers in a given category.

Using these scorecards, fleet owners can compare individual performance against fleet average performance to determine where improvements and additional training are needed. Parents can coach young drivers to reinforce desirable skills and behaviors and provide objective evidence of improvement. Some parents require children to achieve a minimum score in order to retain driving privileges.

Best of all, studies have found that ROVR users often compete to "beat" one another's scores, turning what might have been considered a disciplinary process into an entertaining, ongoing game-like experience for the drivers...one that continually refines skills and encourages and sustains safe driving habits. ROVR is truly a win-win proposition for promoting driving safety.

And this is just one aspect of ROVR's many capabilities. To learn more about what ROVR can do for you and all the drivers you care about, contact TransCore today.

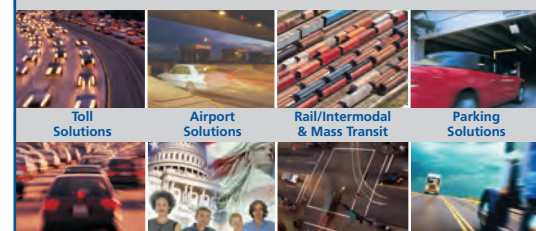


A typical ROVR™ scorecard

ROVR™ Features:

- ▶ Helpful tips teach drivers how behaviors impact their safety and efficiency, enabling them to become better drivers
- ▶ Each week the driver receives an emailed scorecard that provides insights into changes that can improve safety and fuel efficiency.
- ▶ Helps the driver learn and improve from trends in driving behavior
- ▶ Vehicle tracking data is available only to the system subscriber, ensuring confidentiality
- ▶ Carbon calculation shows how much greenhouse gas (GHG) the vehicle produces weekly
- ▶ Installs in less than a minute in cars built since 1996
- ▶ Target users include
 - ▷ Commercial fleet drivers
 - ▷ Teen drivers
 - ▷ General public

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For more information:

Call **1.800.923.4824 • 214.461.6435** or email **ContactUs@TransCore.com**

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TC-2198 – 10/11

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