FOR IMMEDIATE RELEASE

**AI Smart Dash Cameras to reduce Trucking Crashes**

**Almost two thirds of major road accidents involving trucks are caused by human factors. The biggest contributors to driver caused accidents are inattention, distraction and following distance.**

Fleetware’s Managing Director Matt Cooper said that this new Dash Cam technology will help reduce fatalities and offer additional layers of protection for drivers and businesses alike.

Mr Cooper said that “The AI in the cameras is so advanced that drivers and their employers are notified of any potential road hazards before they happen”

“The Fleetware camera is a complete safety solution for fleets and their drivers,” said Mr Cooper.

“The camera has a lens facing the road which detects events such as lane departure, vehicle collisions, pedestrian collisions and headway monitoring (or travelling too close),” he said.

“In addition, the device has a lens facing the driver for their own protection by detecting a lack of seatbelt wearing, use of a mobile phone and prolonged distraction from the road.”

“Research from Frost & Sullivan states that video telematics can reduce driver distraction by 80% and reduce speeding by 65%.”

“We identified a gap in the market and wanted to offer a complete safety solution for vehicles.”

“Our technology can also detect drivers yawning and falling asleep which is crucial for safety on long haul routes.”

“We want drivers to get home safely to their families as well as helping transport companies protect their valuable assets.”

Recent deaths on mine sites and country roads in Australia could have been avoided if AI Smart Dash Cams were installed. “These tragic events are exactly what we’re trying to address and eradicate.”

Awareness of this new technology is growing with applications being used across mining contractors, remote drillers, suburban truck fleets and bulk haulage companies.

ENDS

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**About Matt Cooper**

Matt is the Managing Director at Fleetware, a company he established in 2016 to help businesses get effective data on their most valuable assets so that they can build better strategies for profitable growth.

He has brought his wealth of experience in technology, consulting and project management into the GPS tracking, telematics and smart AI dash camera sector to help progressive businesses get the most out of their mobile workforce and assets.

Matt has contributed his expertise to trucking magazine, Fully Loaded, a Bauer Trader Media publication, The West Australian, Seven News & 6PR.

<https://www.fullyloaded.com.au/industry-news/1710/road-ahead-for-fleet-owners-and-managers>

<https://thewest.com.au/news/crime/gps-tracking-cuts-wa-building-site-thefts-ng-b88907158z>

<https://youtu.be/W9K-FCo-Jqs>

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