

THE LYTX DRIVECAM PROGRAMME



The Lytx™ DriveCam® Programme is focused on protecting you and helping to ensure you get home safely by helping you to improve your driving skills.

Our comprehensive programme is focused on coaching to help you see where you can improve and then letting you know when you have. Part of the programme is the installation of a DriveCam video event recorder in your vehicle. If after reading this, you have any questions, please let your manager know. We want to help you use the Lytx DriveCam Programme to be the safest driver you can be.

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8 Things You Should Know

1. The Lytx DriveCam Programme helps professional drivers adopt safer driving habits and can measurably reduce the risk you face on the road every day.
2. With work vehicles involved in over 54,000 collisions every year in the UK – that's 150 per day. Our driver safety programme exists to help ensure that you get home to your families safely every day.
3. The DriveCam video event recorder is exception based – saving only 12 second clips when risky driving events are detected or when you manually activate the recorder making it really driver friendly.

The DriveCam video event recorder captures 12 second clips that can be used as evidence when an event occurs that is not your fault, helping to protect you from fraudulent claims and to protect your livelihood.
4. The programme is a great tool for organisations to recognise and reward safe driving behaviour. A number of clients have implemented incentive plans for their professional drivers as a result of the programme.

5. As a professional driver you can sometimes find yourself in situations where you may feel vulnerable. The manual trigger can be used to identify passenger problems, security issues or document an incident that can be flagged to your manager for follow up.
6. The Lytx DriveCam Programme can uncover areas for improvement that will help you to develop your skills behind the wheel – keeping you on top of your game.
7. Coaching is tailored to your needs. Rather than sitting through a coaching session on skills you've already mastered the Lytx DriveCam Programme highlights areas you should focus on and empowers you to develop your skills and improve your safety out on the road.

What is it and how does it work?

- The Lytx DriveCam Programme is a driver safety programme that consists of a palm-sized digital video recording device mounted in the vehicle, mobile upload process, web-based review system and driver coaching.
- The programme is designed to capture 12 seconds of video and audio inside and outside of the vehicle when risky driving events are detected, such as hard braking, sudden acceleration, swerving or other potentially unsafe actions that could lead to a collision.
- Events are uploaded and analysed by Lytx certified professionals, and posted to a secure website for driver coaching or positive reinforcement when needed.
- The video event recorder provides real-time feedback to the driver through the use of LED lights that flash when it's been activated to save an event.

- A recent study showed that the Lytx video-based driver safety technology has the potential to dramatically save lives and reduce injuries.

Why is your organisation implementing the Lytx DriveCam Programme?

- Driver safety is a core value for your organisation and its employees.
- The programme will help to prevent collisions and injuries to employees and other road users.
- The programme can protect you and your organisation against fraudulent claims. Many drivers have been exonerated due to the presence of DriveCam video event recorder.
- The Lytx DriveCam Programme can save your organisation money by lowering claims and litigation costs, reducing vehicle maintenance, fuel expenses.

What does the video event recorder capture?

- The device operates as an exception based video event recorder, and uploads only 12 seconds of video (8 seconds before and 4 seconds after a triggering incident) when a risky driving event occurs.
- On average, less than 5 minutes per vehicle, per month – or less than 10 seconds per vehicle, per day – is uploaded for review. Good drivers often go several days without activating a single event.

What happens to the video?

- When an event is activated, the video and data are stored on the video event recorder and later uploaded to the Lytx Review Center for expert analysis.
- Only events that meet a threshold of concern as determined by your organisation will be marked as requiring coaching.
- Incidents displaying exceptional driving will be identified for positive recognition.
- Only those people in your organisation with appropriate password-protected access are able to go to the website to view the videos from their group.

Can the device be triggered by non-risky incidents such as hitting a pot hole or speed bump?

- Possibly, but Lytx uses proprietary software to analyse events on the video event recorder to reduce the number of non-risky events that are actually saved and sent to the Lytx Review Centre.
- Certified analysts then analyse the videos to isolate the ones meet your organisation's criteria for follow up.
- Events that are reviewed, but involve no risk are not assigned to your managers for follow up.

Can I activate a recording manually?

- Yes. There is a button on the bottom of the device. Push it and it will capture the 8 seconds prior to pushing the button plus the 4 seconds afterwards.
- This feature can be used to identify passenger problems, security issues or to document an incident.

Can my manager look in "live" at my driving?

- No. The technology does not provide your organisation the ability to look in "live" at drivers on a real-time basis.

Can someone from my organisation trigger an event remotely?

- No. Your organisation cannot trigger the video event recorder remotely.

Is the Lytx DriveCam Programme intended to be punitive?

- No. The programme is not intended to be punitive. It is intended to reduce risky driving by helping you identify how you can improve your driving skills.
- Many organisations use it to identify their best drivers.

How are the videos used?

- The purpose of the video is for use as a coaching and improvement tool.
- Only managers with the proper access can view the video.
- Coaching typically takes place in a private environment.