



SD-Insights
Improve driving performance

Mobility without accidents



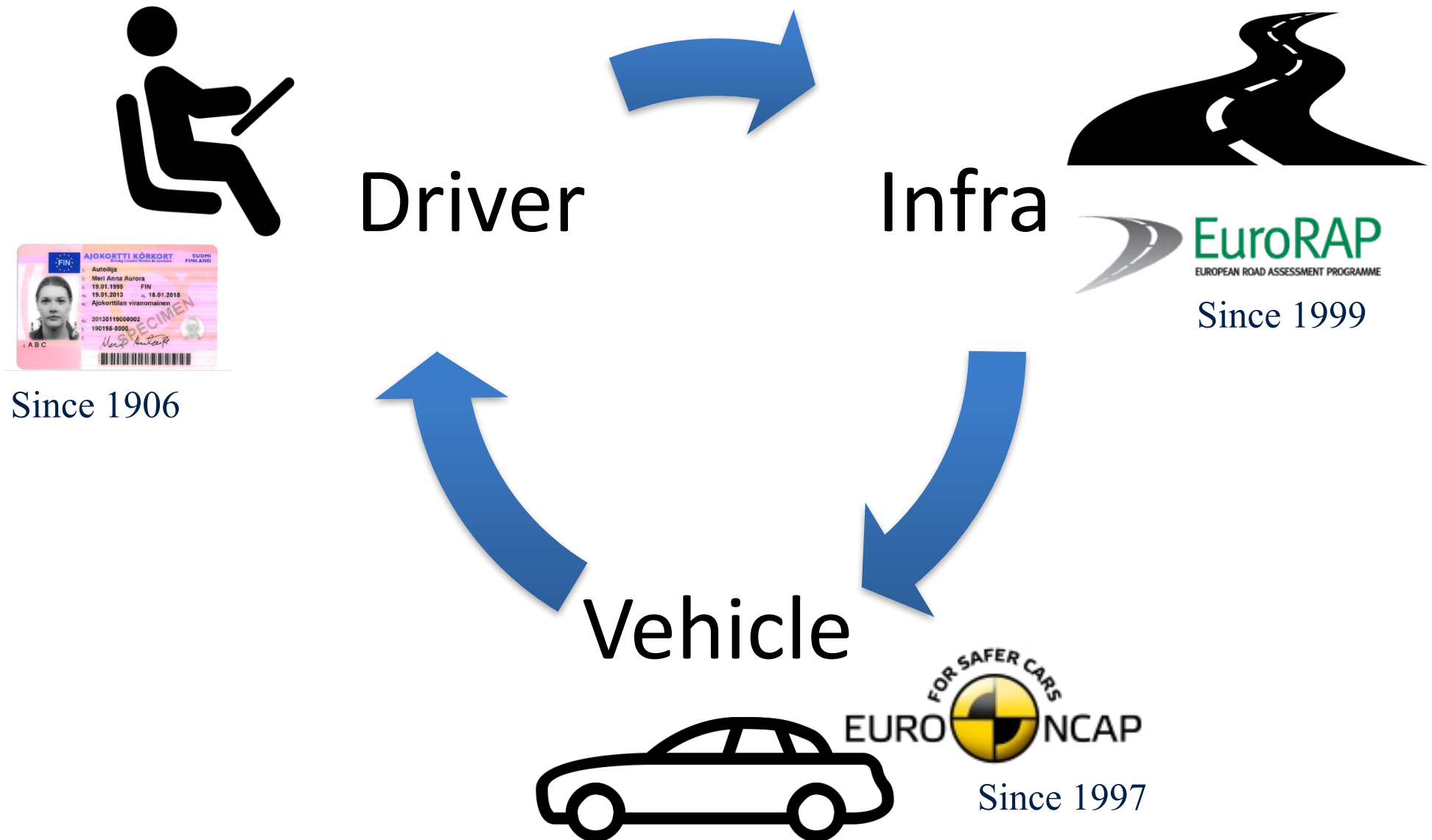
Awards



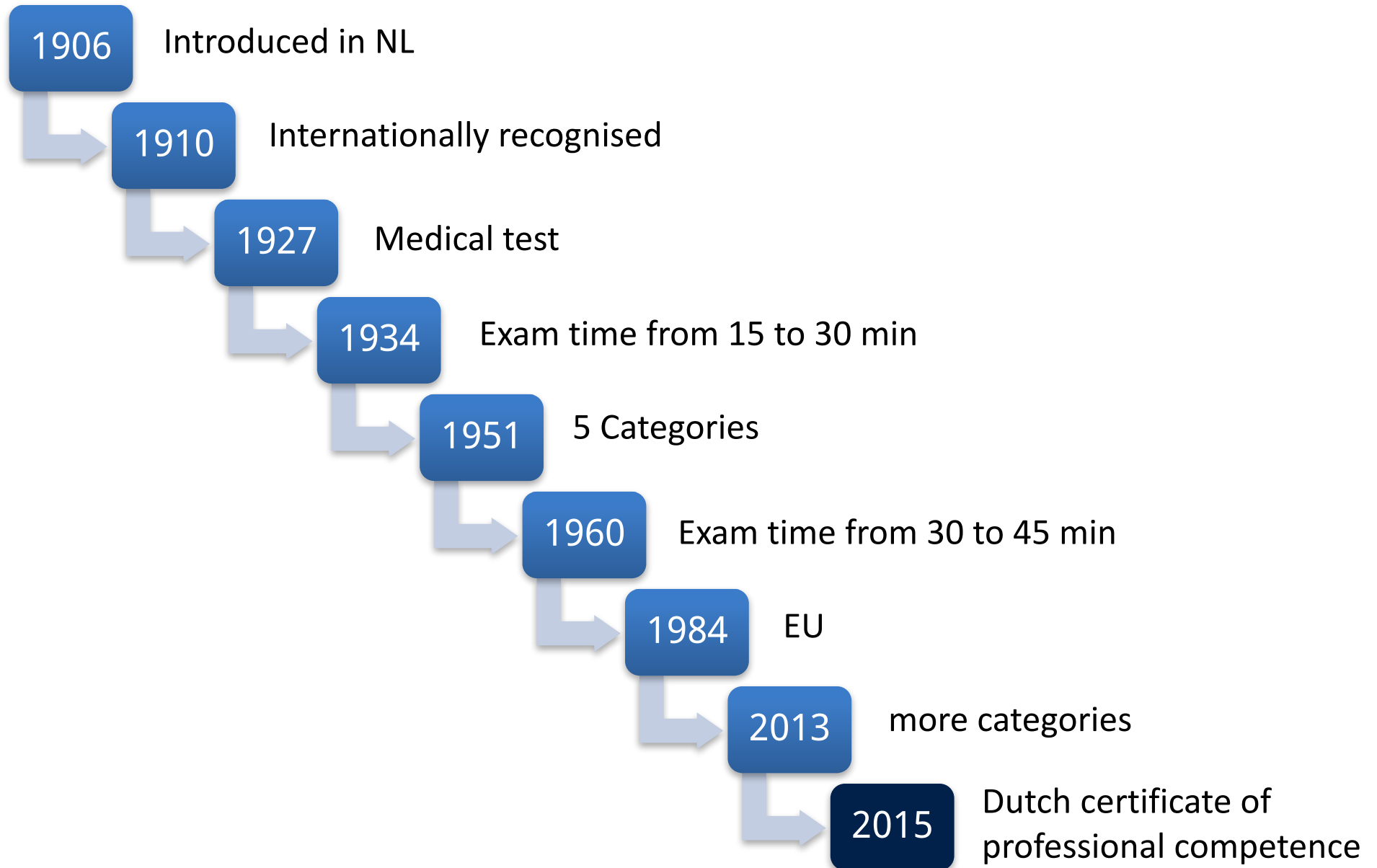
Partners



How we keep it safe



Driver license









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Vincent

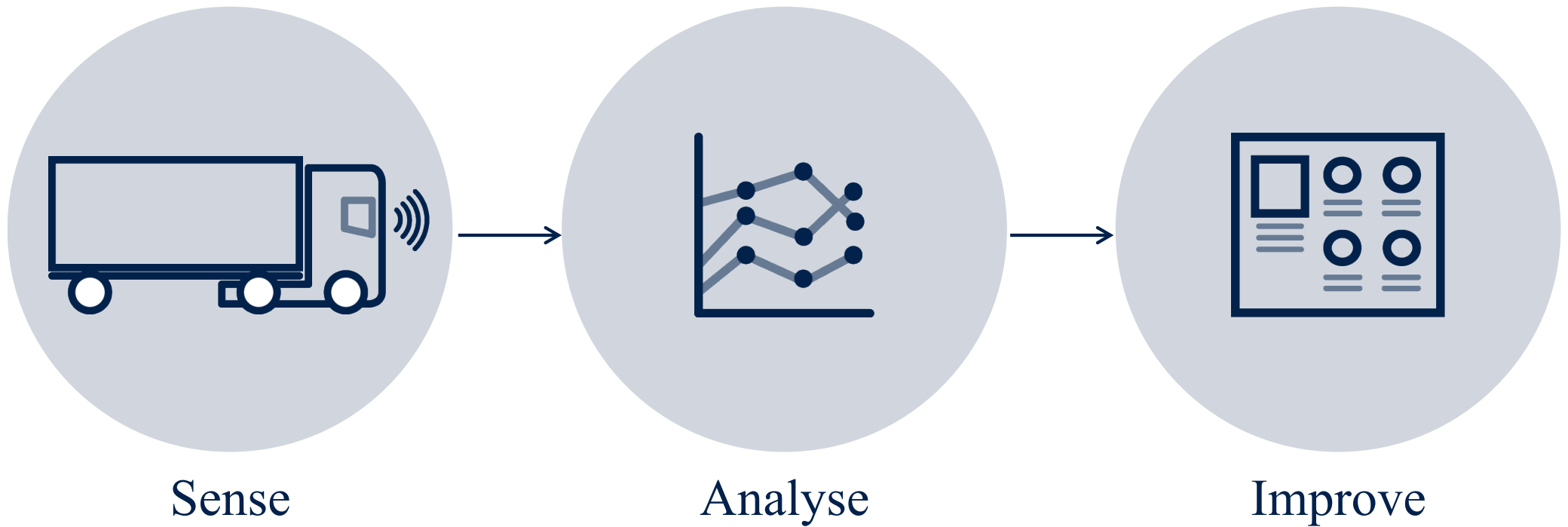
Who is he:

- Truck driver
- Working long days
- Irregular in NL / EU

He wants:

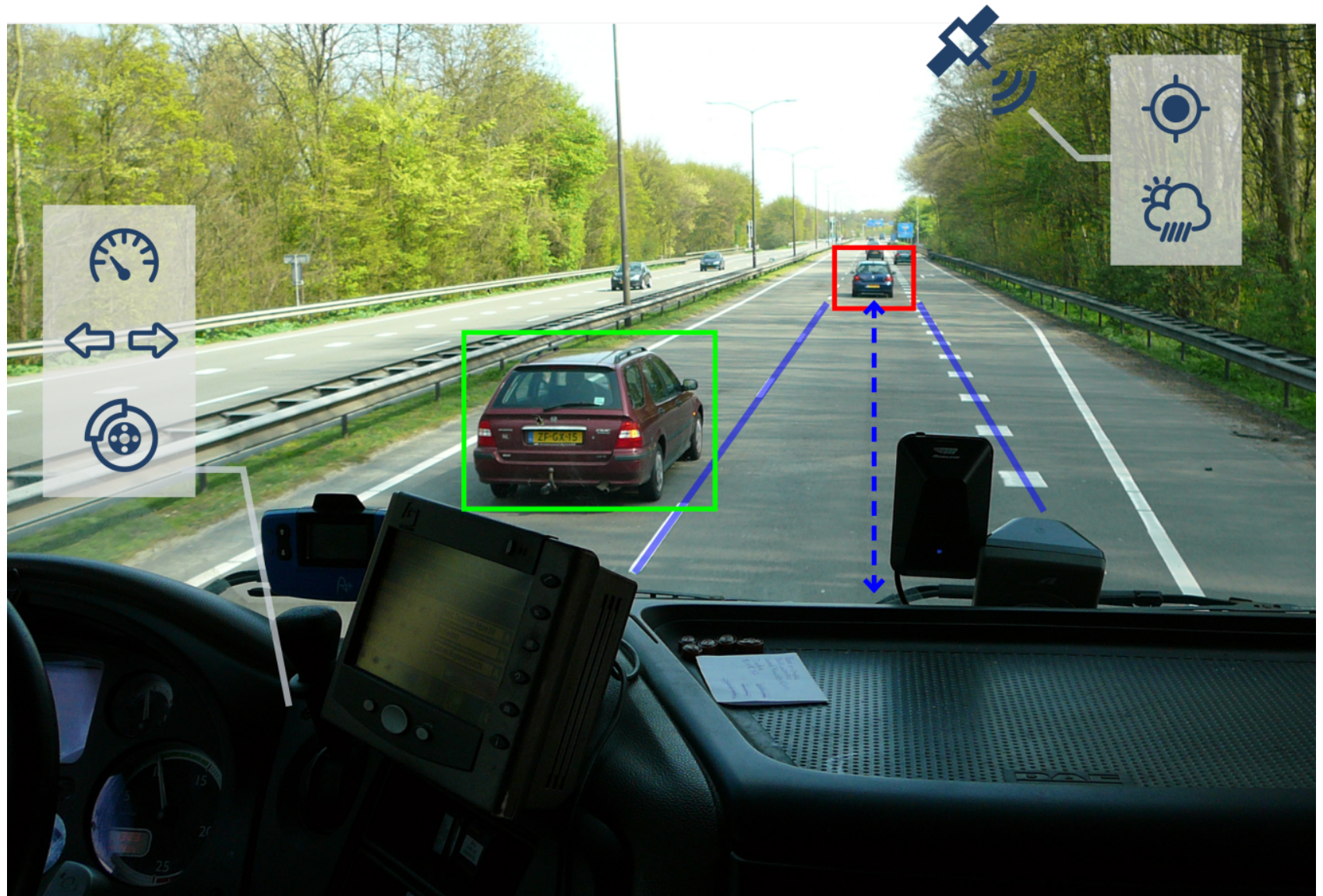
- Become a conscious safe driver
- Personal coaching

Process





Sense





Analyse



- Performance errors



- Judgement errors



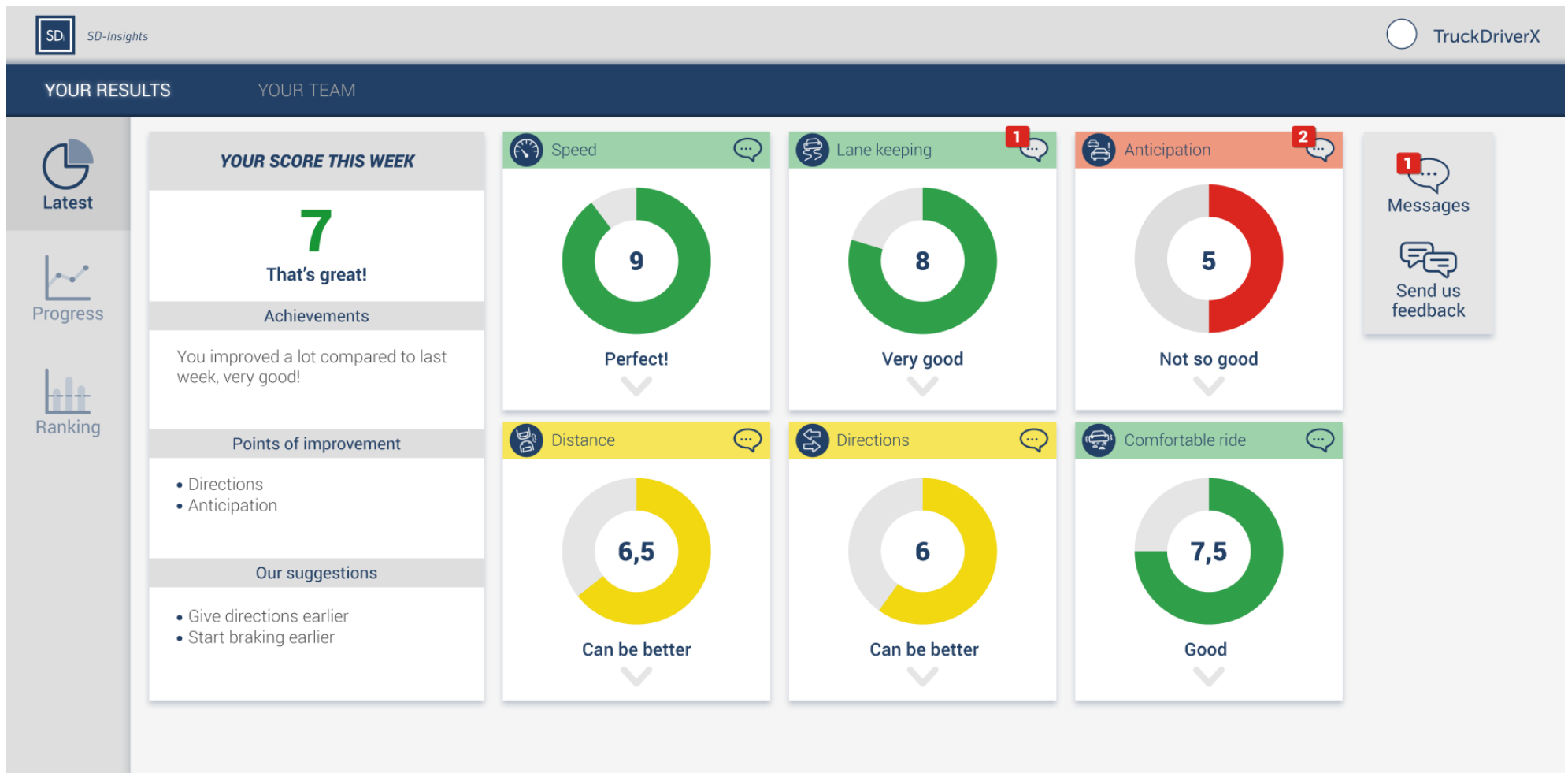
- Distraction



- Impairment



Improve



Jaap

Who is he:

- Team leader of Vincent
- Team van 10 drivers

He wants:

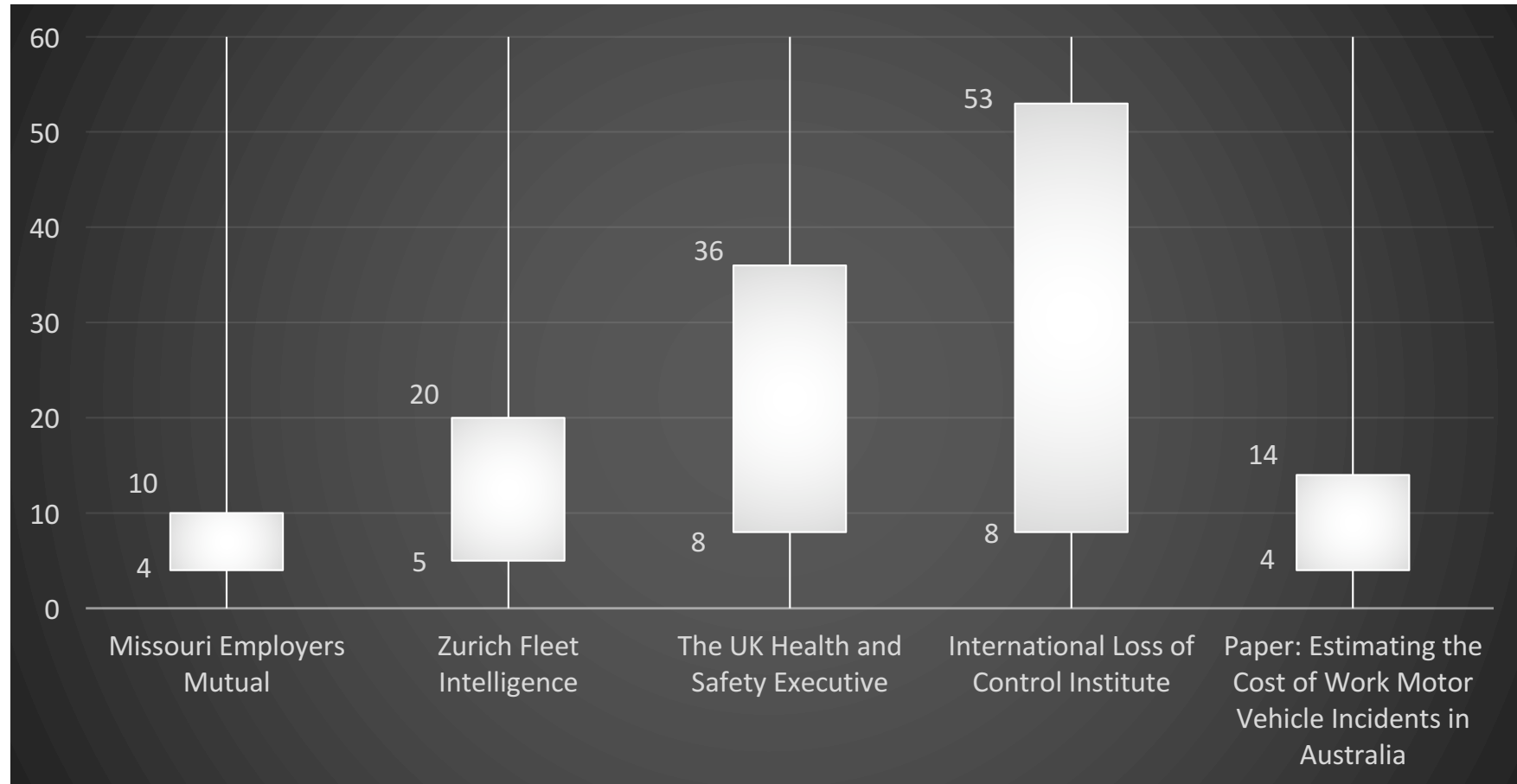
- Guarantee safety of his team
- Solve problems and issues



We improved behaviour

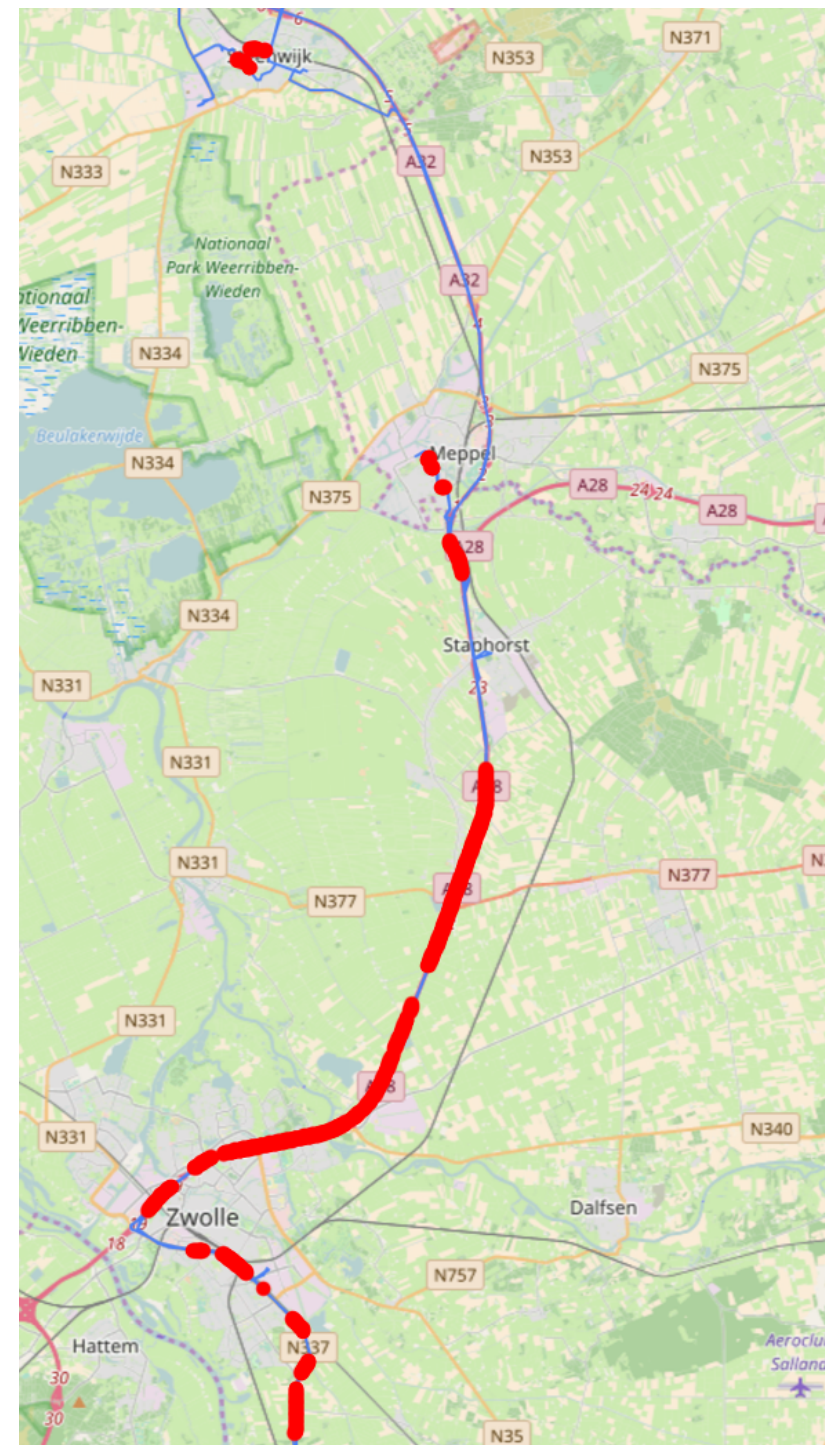


Ratios direct v indirect costs



Drivers

1. Practical
 2. Simple
 3. Motivating
- Helps for my own safety
 - Helps me reflect



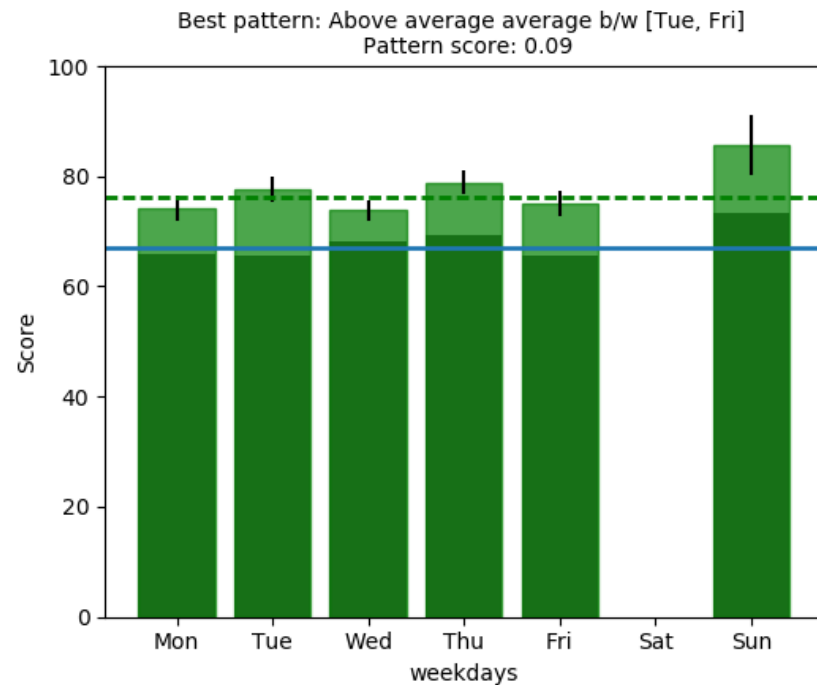
Quote driver

“Werk pressure!! More than 60 hours in 5 days!! And many detours and road workings where old and new lines are next to each other! ..

Maybe I’m not the right man for this job...”

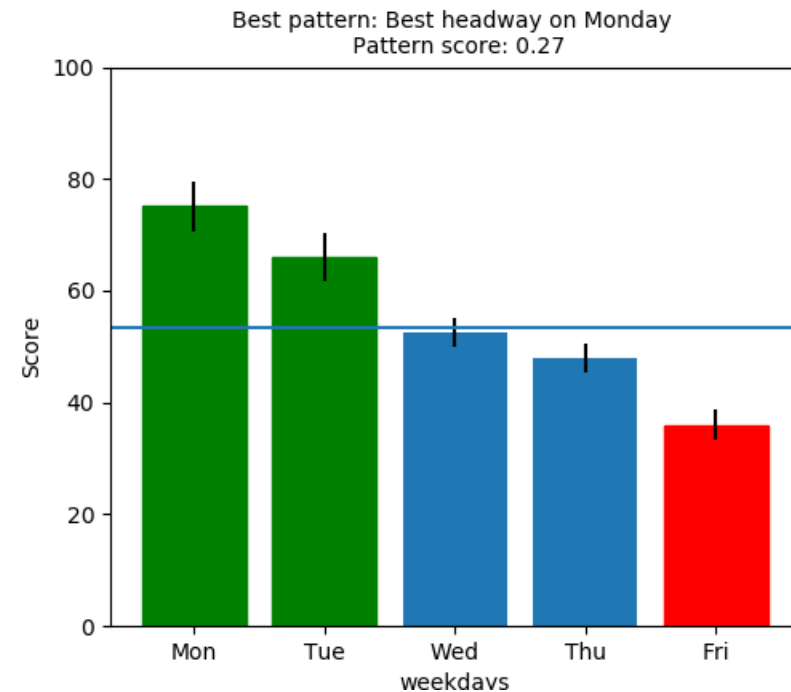
Performance

Driver A



- Stable pattern on all driving indicators

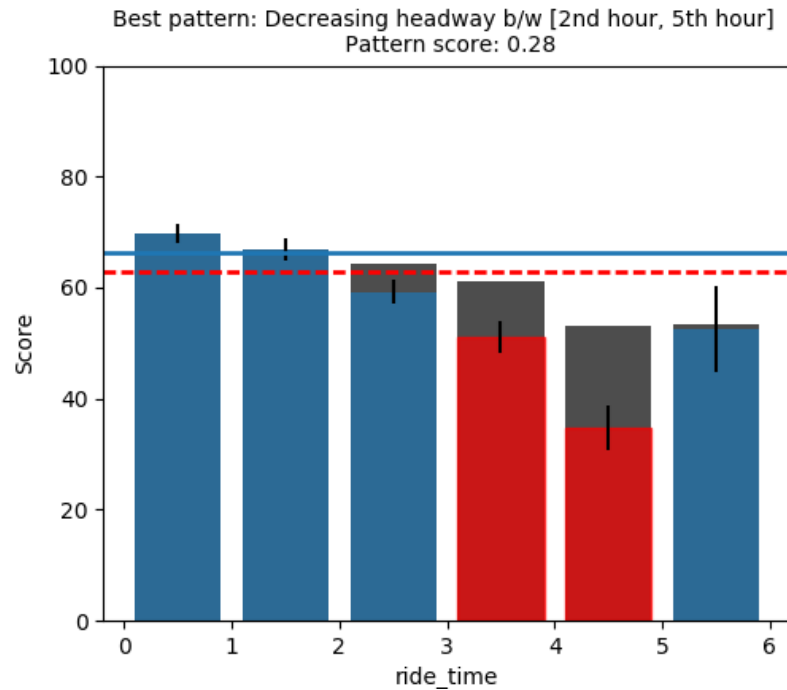
Driver B



- Lower performance on keeping a safe distance later in the week

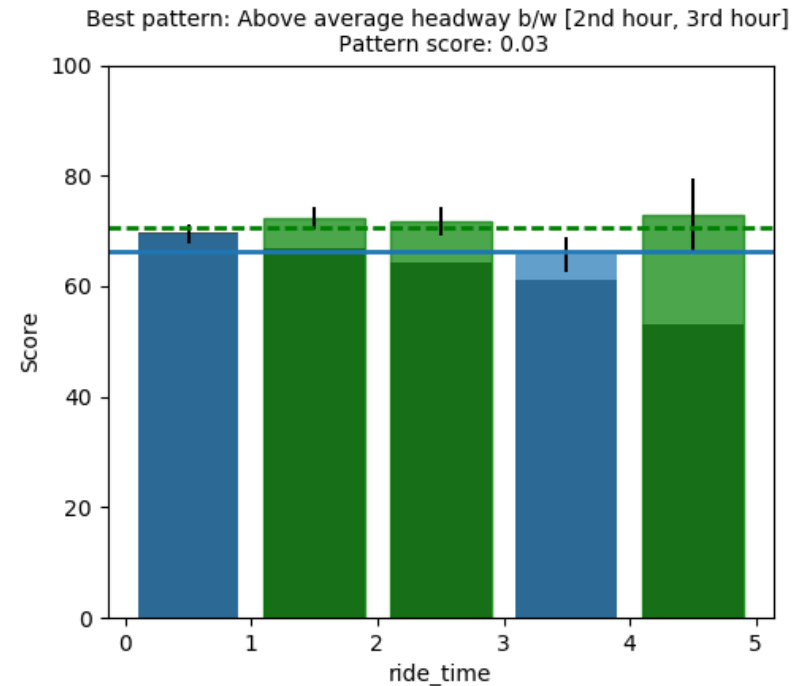
Performance

Driver A



- Headway worsens by length of trip

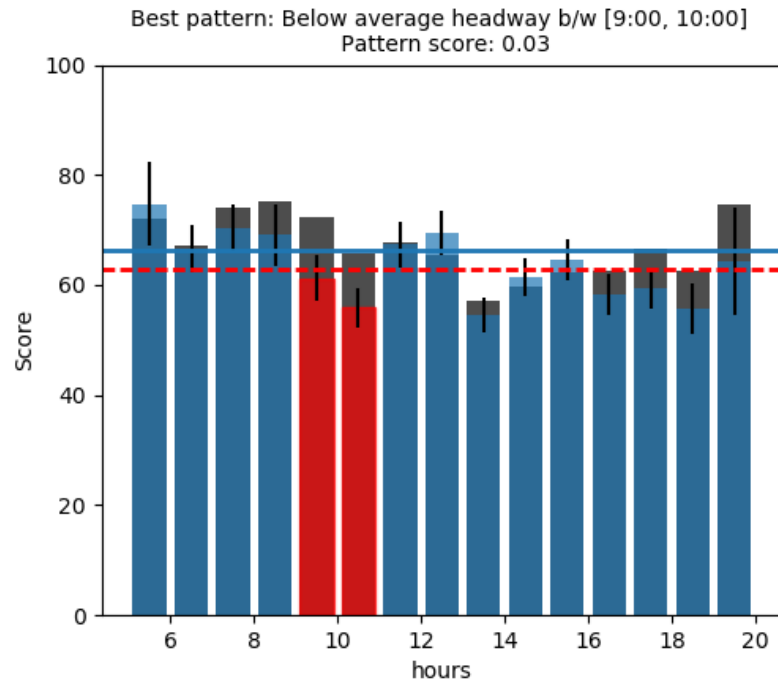
Driver B



- Headways is steady during the whole ride

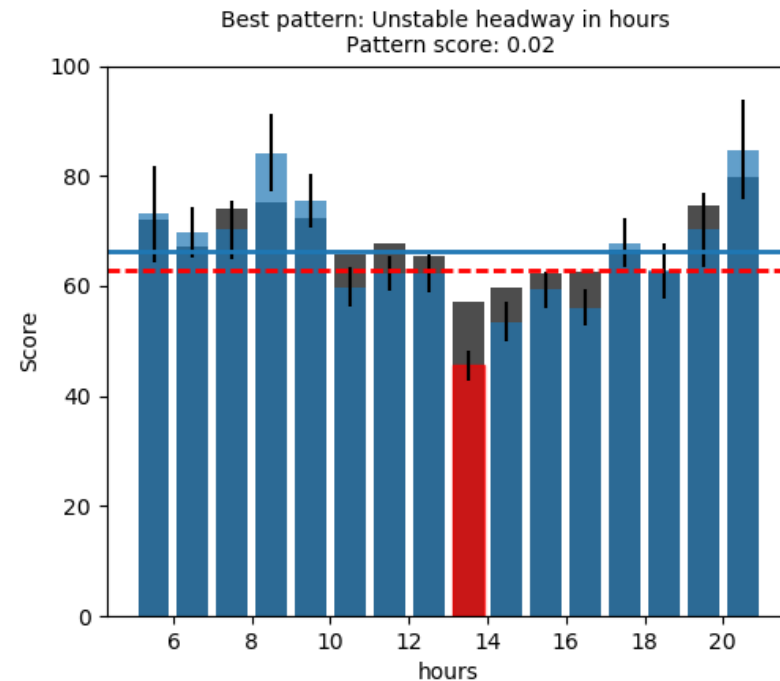
Performance

Driver A



- Headway worst between 9 and 11 AM

Driver B



- 'Lunch dip', headway worst between 1 and 2 PM

Hotspot mapping



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Data sources

Sensors

Vehicle

Vision sensor

GPS

Accelerometer

Driver

External sources

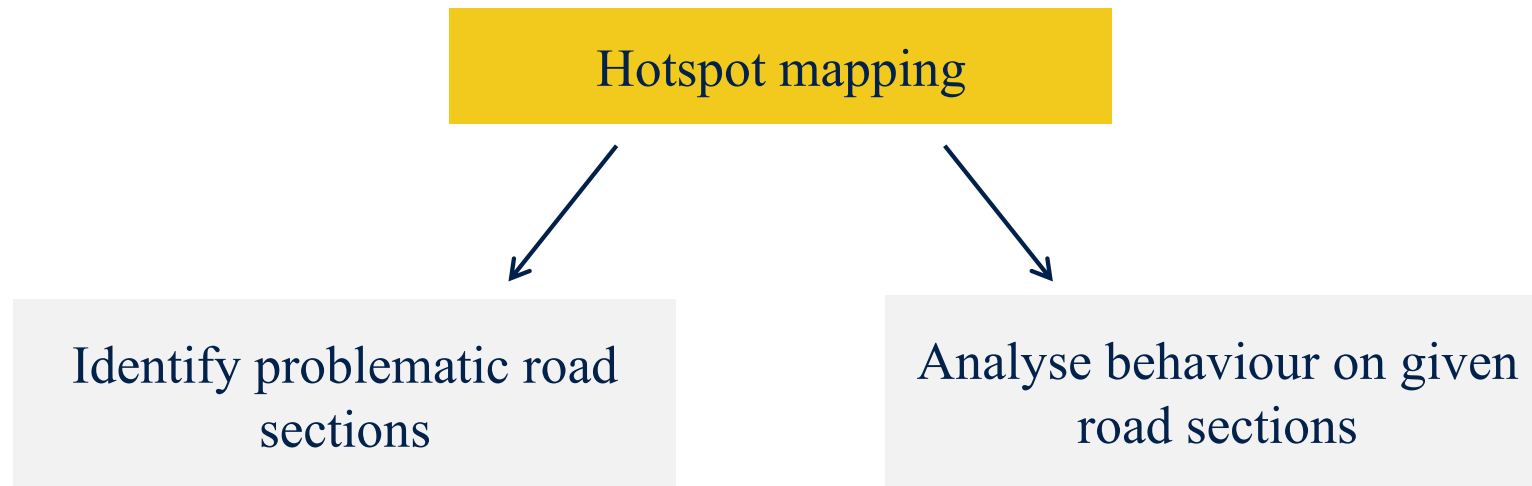
Street maps

Speed limits

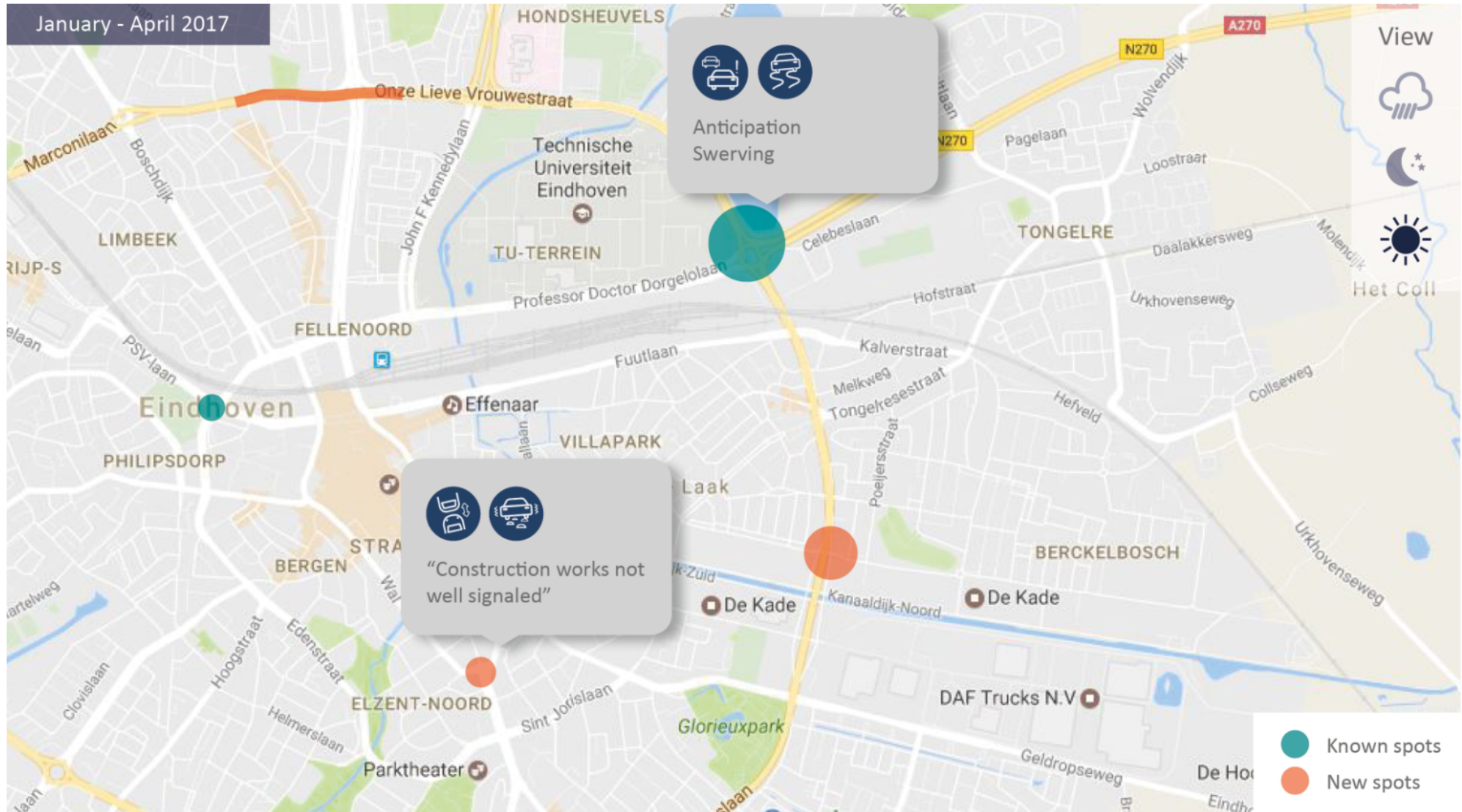
Weather

Traffic

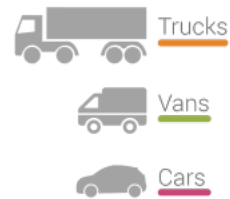
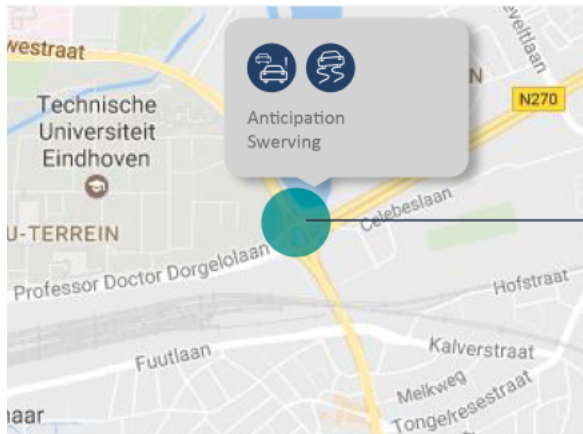
Possible applications



Hotspot mapping tool

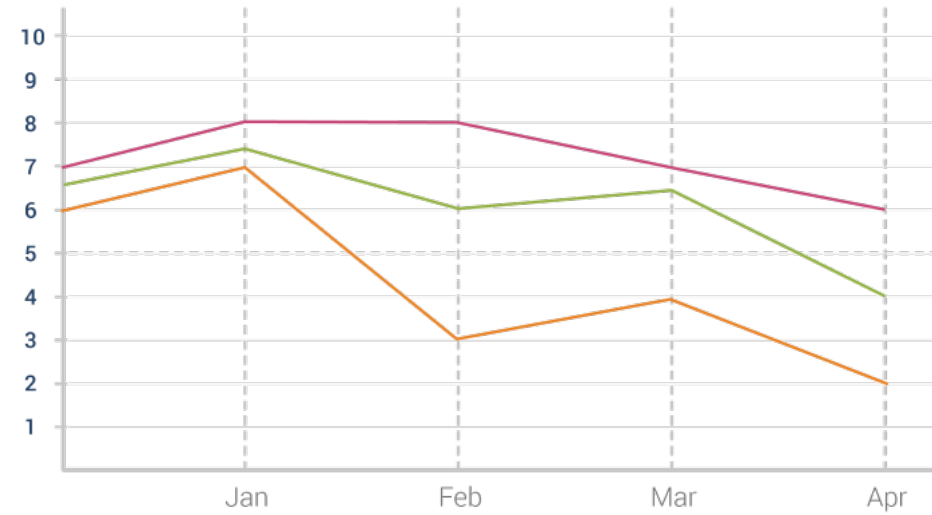


AREA D

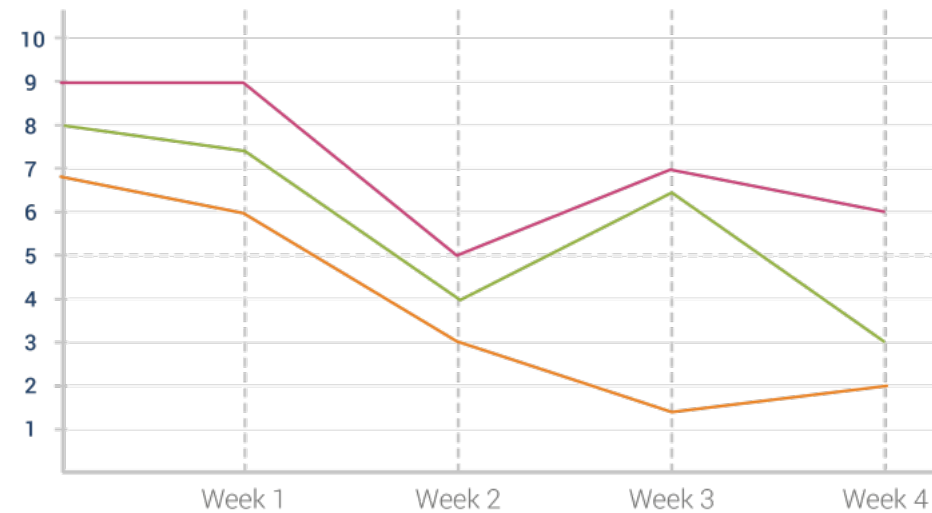


Anticipation

Quarter view



April





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