



**NOCELL**

October 2021



# A Safe Journey of a Driver

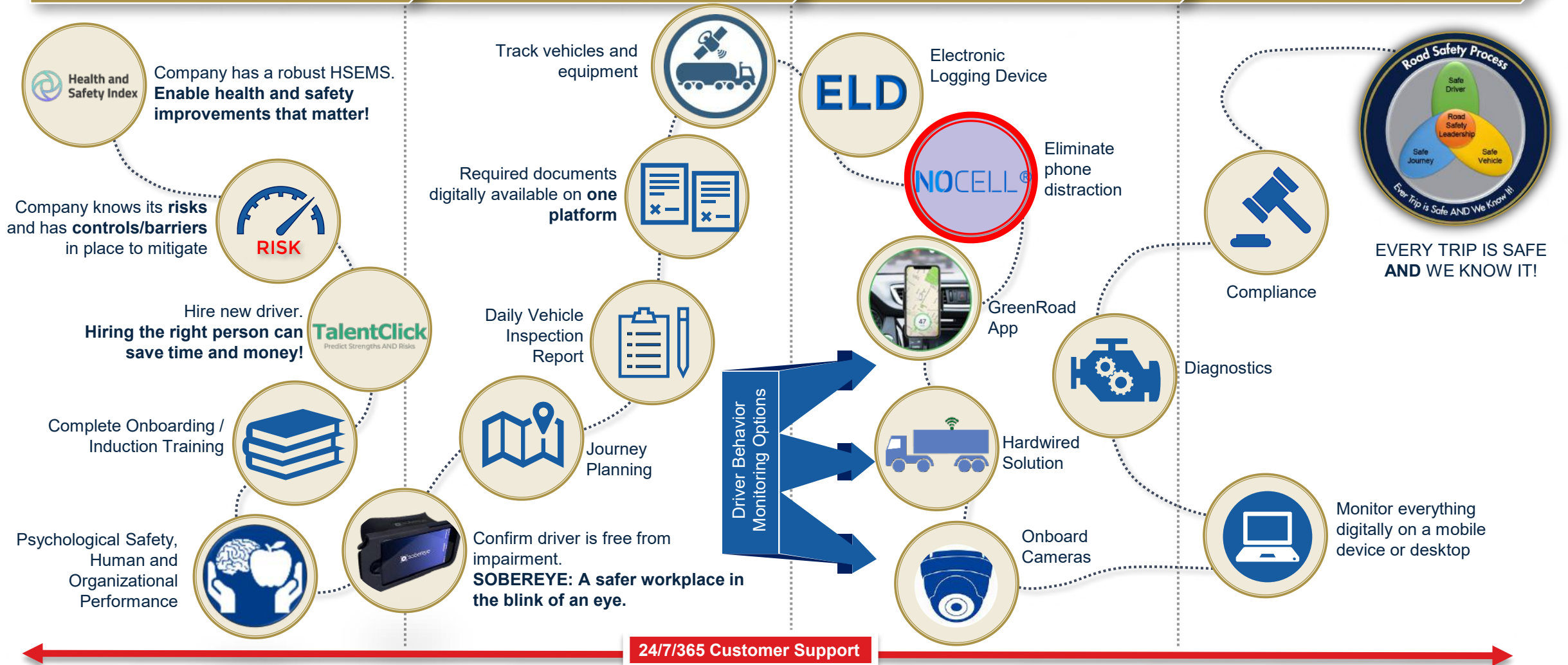
**PI-NEER**  
SAFETY SOLUTIONS

## Pre-Driving

## Pre-Trip

## On the Road

## Post-Trip







**NOCELL™**

# **CURB DEVICE DISTRACTION**

**ENFORCE POLICY. MITIGATE LOSS.**





# DISTRACTED DRIVING IS A DEADLY & COSTLY EPIDEMIC

**“Distracted Driving crashes cost companies \$9.2 Billion/Year in lost workplace productivity.”**

**- NHTSA**

**“Driving is the *deadliest profession* in the United States; a category that includes traveling sales jobs and truck drivers.”**

**- U.S. Bureau of Labor Statistics**

**“81.5% of Safety-Critical events while driving were caused by distraction.”**

**- Federal Motor Carriers Safety Administration**

**“Distracted driving is one of the most underreported traffic safety issues”**

**-AAA**





# WHAT MAKES CELL PHONES ADDICTIVE & DISTRACTING

Visual-Manual cell phone interaction **Tripled Drivers'**  
odds of involvement in a road departure crash.

- AAA Foundation for Traffic Safety

Study says “**cell phones distract** you, even on **vibrate**”

- Florida State University



# FLEET DRIVER RISK AT ALL TIME HIGH

**Talking on a Cell Phone makes a driver 2.74x more likely to crash while driving.**

**Drivers using their Cell Phone take their eyes off the road on average of 4.6 seconds at a time.**

**2013 - 45% of fleet drivers used smartphones**

**2018 - 90% of fleet drivers used smartphones**





	Full Customization: Choose which apps are allowed and when policy is applied.	Rogue Devices: Detect unauthorized devices in vehicle and alert admins.	Phone Handling: Detects when drivers handle a phone and alerts admins.	3 Devices Included: Each driver can have up to 3 devices included on their subscription & controlled by the system.	Software Only: No hardware in vehicle.	Many to Many: Multiple devices can be registered to multiple different vehicles (i.e. pooled vehicles).	No Masking: Doesn't apply masking screen to phone; just removes distractions.	No Driver Override: No option for drivers to release phone while in motion (i.e. "I'm the passenger" button).
NOCELL™	✓	✓	✓	✓		✓	✓	✓
TRUCE	✓			✓		✓		✓
MOTION INTELLIGENCE	✓	✓						
FLEETMODE	✓							✓
LifeSaver					✓			
SafeDrivePod				✓				✓

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	✓	✓	✓	✓		✓	✓	✓
	✓				✓			
					✓			
	✓			✓			✓	
			✓				✓	
								



# NOCELL™

## NOCELL TECHNOLOGIES

### - HUMBLE BEGINNINGS

It all began with the desire to protect his children, as they came of driving age, from the perils of distracted driving. Thus, the idea behind NOCELL™ was sparked

Over the course of a year the team was forming and growing—bringing in experts

- Not only experts, but individuals who are every bit as invested in the solution, and more importantly the impact it will have on the lives of everyone who uses it

Fast forward to today, and not only is the fire still burning strongly in each of us, but it is growing with the fuel of desire to save lives and the knowledge we have created a solution that is:

- ✓ A game-changer in the distracted driving solution arena
- ✓ A cut above the competition



# NOCELL™

## HOW NOCELL™ WORKS

NOCELL App



NOCELLtag™



Data



Policy Enforcement



Admin Portal

NOCELL detects vehicle motion and automatically stops distractions on the driver's device(s)



Vehicle in motion





# NOCELL™

## THE NOCELL DIFFERENCE

### A CUT ABOVE THE COMPETITION

- ✓ Application-level controls
- ✓ Multi-device detection
- ✓ Customer-defined groups & policies
- ✓ Phone-handling violation alerts
- ✓ Privacy-mode location tracking controls
- ✓ Secure, tamper-free system
- ✓ Small NOCELLtag™ windshield footprint



# CURB DEVICE DISTRACTION

**ENFORCE POLICY. MITIGATE LOSS.**

- ✓ Controls & limits mobile device distraction while driving
  - Enables enforcement of driving policies
  - Informs supervisors of non-compliance
- ✓ Reduces liability, risk & loss for company owners
- ✓ Integrates easily with existing apps and telematics solutions



## NOCELL™

Partnership Information  
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