Go Awake is an innovation company established at the Research Park at Florida Atlantic University® and mentored by its Global Ventures program.

GoAwake is a solution to prevent traffic accidents caused by drowsiness and distraction BTW.

GoAwake is in service in some fleet companies of South America.
EARLY ADOPTERS

MORE THAN 5,000 MONITORED VEHICLES

GoAwake

suzano VALE

E X P R E S S O NEPOMUCENO

Mosaic JSL
Traffic Accidents Stats

Drowsy driving was responsible for 72,000 crashes, 44,000 injuries, and 800 deaths in 2013.

The societal harm of drowsy driving crashes, estimated at an annual cost of $109 billion.

1 in 4 drivers reported having driven when they were so tired that they had a hard time keeping their eyes open in the past 30 days.

The cost of drowsy driving crashes represents about 13% of the total costs of traffic crashes.

Distracted driving is dangerous, claiming 2,841 lives in 2018 alone.

1 out of every 4 car accidents in the United States is caused by texting and driving.

Cell phone use while driving leads to 16 million crashes each year.

Most drivers (87.5%) perceive that distracted drivers are a bigger problem today than in past years.

Nearly 390,000 injuries occur each year from accidents caused by texting while driving.

Texting while driving is 6x more likely to cause an accident than driving drunk.

Sources: NHTSA, NHTSA's FARS database, Gallup surveys, Massachusetts Special Commission on Drowsy Driving, AAA's Traffic Safety Culture, National Safety Council, etc.
TRAFFIC ACCIDENTS:

- 35 thousand deaths
- 6 million accidents
  2019

1.35 million deaths – 2019 (world)

About 40% of car accidents are caused by Drowsy + Distracted Driving (NHTSA)

At the end of the day, around 38 people will lose their lives due to drowsy/distracted driver

GoAwake works to eliminate this sore!

Source: https://policyadvice.net/insurance/insights/car-accidents/
TRAFFIC ACCIDENT:
It’s a malfunction of the system: Road-Human-Vehicle

Road
- Road maintenance
- Slick roads
- Lack of street signs

Vehicle
- Mechanical failures
- Electro-electronics failures

Human
About 90% caused by human failure*
- Imprudence
- Negligence
- Lack of skill

*NHTSA Research
PREVENTING FATIGUE-RELATED ACCIDENTS

https://www.youtube.com/watch?v=lXDOnaWH7CI
REAL TIME SCENARIO
To remove high risk situations

MID & LONG TERM SCENARIO
Information for Safety Management plan

- Identify each driver behavior BTW (drowsy situations – after lunch, after 4 hours driving, beginning of the night, etc)
- Identify Boring routes
- Types of food
- Labor Gym
- Rest period and duration
FUNCIONALITIES

- Yawning
- Eyes closed
- Look aside
- Mobile/ texting
- Smoking
- Real-time video monitoring
- Driver Id (RFID)
- Facial Recognition
- Driver behavior
- Photo and video streaming
- Audio Connection
GOAWAKE DASHBOARD
ALERT DETAILS
AUDITING

Action Item

Alert Type: [Actions]
License Plate / Vehicle ID: TTT1234 - TTT1234
Driver: [Actions]

Action Item: [Actions]
Creation Date: 16/10/2020 19:24:58
Remarks: [Actions]

Alert Notification
Generate a PDF notification with the information of this action item

Voice Message:
Select Message

COMPLETE
DRIVER NOTIFICATION

COMUNICADO DE ALERTA


Motorista: Teste Carlos Cachorro

Velocidade: 121 km/h

Trofeu: Outros Testado por: [Carro] Carlos Vicentini

Registrado: 10/02/2020, 18:24:58

RESTRITOS IDENTIFICADOS:

LOCAL DAS OCCORRÊNCIAS:

OBSERVAÇÕES:

TERMOS DE CULTURA DO CONDUTOR:

Caro condutor, conforme os dados deste COMUNICADO DE ALERTA acima, você foi identificado conduzindo o veículo em forma inadequada. Sua conduta demonstra que está em risco de acidente, pois está fazendo mais de um carambola no trânsito. O condutor deve estar ciente de que está cometendo o crime de imprudência no trânsito, o que pode levar a sérias consequências.

Sua conduta pode levar a penalidades cíveis e criminais, além de danos pessoais e materiais. Portanto, é importante que você faça correções imediatas em seus hábitos de dirigir.

Ciência do condutor quanto ao comitê de ânima

Assinatura e Cartão de Guia Mediatizado

AVISO LEGAL: Este documento é um veículo para transmitir as informações e os dados correspondentes às pessoas que foram identificadas. Nenhuma informação pessoal será divulgada, a menos que necessário para a pena aplicada.

Nome: Teste Carlos Cachorro

Registro: 10/02/2020, 18:24:58
TRACK
CUSTOMIZED BI’s
According to customer needs
GAMIFICATION

GoAwake Driver's App, the assistance your driver needs for a safer and more interactive journey!

Gamification
Route Review
Alerts Monitoring
Daily Challenges
Tips
Benefits
Because THE DRIVER IS NOT ALONE...

GOAWAKE SAFETY CENTER – GAS CENTER
➢ 24/7 Operation;
➢ Robot for facial recognition;
➢ Double check! All alerts are human validated;
➢ Risk classification confirmation;
➢ Critical situations are monitored till removal;
➢ Reaction plan execution according to customers instructions;
➢ Notifications.
GAS CENTER PROCESS

- Driver’s Alert
- Send to Cloud and GoAwake System
- Analyse and classify drivers under different levels of risk.
- High risk situations are monitored till the end
- Alert the fleet management
- Risk reduction
- Safety increase

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**High Risk**

Fatigue Lvl 1 and 2

**First Alert?**

Yes

Inform to Focal Point to ask the driver to STOP 1 for at least 10 minutes and do exercise

Did driver stop?

Yes

Classify the alert: “Stop 1, send a driver notification and send e-mail”

No

Call company analysts (1 to 6)

Call company analyst and Ask to finish the trip.

No

Classify the alert as “Stop 2” and send a notification to the company regarding the action taken.

Apply “Discipline plan” and send driver a notification

End the occurrence

End the occurrence
Case Study
Fatigue and distraction report
More incidences of alerts are related to tiredness (fatigue level 1, yawning and fatigue level 2)

Alerts such as distraction and cell phone use occur less frequently.
ALERT TREND
AVERAGE OF ALERTS / VEHICLE / MONTH

<table>
<thead>
<tr>
<th>Month</th>
<th>Alerts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>9.3</td>
</tr>
<tr>
<td>Nov</td>
<td>6.3</td>
</tr>
<tr>
<td>Dec</td>
<td>4.6</td>
</tr>
<tr>
<td>Jan</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Alert reduction 68%

The goal is to have “zero” drowsiness and distraction alerts.
Most of the alerts occur from **Wednesday to Friday**.

Most alerts occur at night, from **2 to 4 am and from 9 pm to 11 pm**.
Fatigue & Distraction alerts higher incidences - speed range: 40 to 50 mph.

<table>
<thead>
<tr>
<th>Tier</th>
<th>Fatigue Level 2</th>
<th>Fatigue Level 1</th>
<th>Yawns</th>
<th>Distraction</th>
<th>Cellphone</th>
<th>Cigarette</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 15 mph</td>
<td>7</td>
<td>60</td>
<td>35</td>
<td>0</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>15 mph – 25 mph</td>
<td>9</td>
<td>313</td>
<td>284</td>
<td>2</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>25 mph – 40 mph</td>
<td>5</td>
<td>515</td>
<td>357</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>40 mph – 50 mph</td>
<td>41</td>
<td>1351</td>
<td>722</td>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>&gt;50 mph</td>
<td>0</td>
<td>42</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
Reduction of accidents and maintenance costs.

More safety for drivers.

Distraction and drowsiness locations mapping.

Reduction of traffic tickets and insurance costs.

Identification of each driver’s behavior related to fatigue and distraction.
And the most important: TO PRESERVE LIVES!