

## SmartWitness AP1 ADAS Camera Combines Video & Telematics in One Unit, Reducing Cost & Footprint of Video Telematics Deployments

*CES Innovation Honoree Removes Barriers to Video Telematics Adoption*

LAS VEGAS (Jan. 5, 2022) – Video telematics provider [SmartWitness](#), recently acquired by Sensata Technologies, has released the first edge-based ADAS (Automatic Driver Assist System) camera that captures video and engine CANBUS data in a single cellphone-sized, plug-and-play unit, eliminating the time, expense and space required to purchase, install and maintain separate camera and telematics devices.

The new SmartWitness AP1 road-facing camera also uniquely combines driver-friendly features such as artificial intelligence that reduces false reports of risky driving behavior, audible alerts to drivers in the event of an imminent accident, and industry-first mobile apps for device configuration and on-the-spot driver retrieval of accident video. Other features include assisted GPS support, a compact form factor that doesn't block driver views, and a new standard for ease of use.

This simple but feature-packed design reduces the cost and complexity of video telematics, enabling fleets to realize critical benefits such as visual chain-of-evidence when accidents occur, the ability to exonerate drivers who are not at fault in accident situations, identification of risky driving behaviors to improve safety through coaching, and a reduction in accident, litigation and insurance-related fleet costs. Fleets also have the option to use AP1 in conjunction with existing telematics devices to achieve the same benefits.

**Two devices in one:** AP1 is the first 4G LTE ADAS camera to capture video and telematics data in a one-piece unit, simplifying video telematics deployments by eliminating the need to install two hardware devices in truck cabs as well as the extra step of combining data from both devices on the server. In addition to GPS information logged by other ADAS cameras, SmartWitness' AP1 pulls other critical data such as ignition, engine load, odometer and much more from the vehicle's onboard computer and combines it with video to provide a one-stop solution for improving fleet safety.

**15-minute installation:** The SmartWitness AP1 camera can be installed in as little as 15 minutes with a simple windshield adhesive mount, reducing deployment time and associated expenses by as much as two-thirds. Additional savings are achieved by eliminating separate telematics hardware. The unit connects to the vehicle's OBDII port, requires no separate power step-down, and utilizes a mobile app for ADAS calibration. A version for heavy-duty trucks (J-1939 connection) will be released later this year.

**Do-it-yourself configuration and video retrieval apps:** AP1's first-in-class companion mobile apps bring additional innovation to the video telematics space. One app provides a step-by-step guide to configuring the camera for ADAS capability, with no technical knowledge required. The other allows drivers to retrieve video from a traffic incident on the spot without removing the camera's SD card to help meet 24-hour deadlines for filing insurance claims, provide visual evidence at the scene and more.

**Critical ADAS functions:** Unlike other ADAS cameras with little-used features that add unnecessary complexity, AP1 focuses on preventing four top accident causes by providing forward proximity warnings (for low-speed object or vehicle avoidance), forward collision warnings (indicating an imminent collision), forward vehicle start alerts (if the vehicle in front is moving forward while the driver remains

stopped), and lane departure warnings (when the driver crosses a solid lane line). Images captured by the camera are analyzed in real time, triggering audible warnings that help keep drivers safe and alert.

**Assisted GPS:** In the event a vehicle is surrounded by tall buildings, driving in bad weather conditions, or otherwise not in line of sight of a satellite, AP1 draws data from local cell towers to triangulate the vehicle's location. This assisted GPS technology ensures that the AP1 software records vehicle location data even when the camera's GPS receiver cannot capture a signal, providing complete GPS documentation to support accident investigations.

**Built-in AI and other driver-friendly features:** As a dashcam with no driver-facing camera, AP1 is an ideal option for fleets encountering driver resistance to being watched while driving. The SmartWitness Artificial Intelligence Driving Events (AIDE) software included with all SmartWitness cameras further reduces conflict with drivers by dramatically reducing false positives that cause erroneous reports of risky driving behavior, unnecessary driver coaching sessions, and distrust in the accuracy of the product, while also saving fleet managers hours of time wasted in reviewing videos with no driving infractions. Drivers also gain key safety and legal protections, including ADAS audio notifications that help prevent accidents and HD video evidence that can potentially absolve them of responsibility in the event of an accident.

"The video telematics market is crowded with camera solutions that are both too complex and too expensive for most fleets," said Michael Bloom, SmartWitness Vice President of Product and Marketing. "Our new AP1 ADAS camera delivers a streamlined, easy-to-use, low-cost design that not only removes barriers to adoption but also provides a blend of high-value features not available anywhere else in a single device."

The SmartWitness AP1 records HD (1080p) video at 30 FPS with a 128-degree field of vision, contains an SD card with a 64 GB storage capacity, and measures just 122mm x 96mm x 29mm. More information is available at <https://www.smartwitness.com/ap1-integrated-adas-camera/>

### **About SmartWitness**

SmartWitness is a leading global provider of video telematics solutions with roots dating back to 2007. Ranked as one of the top five providers by industry analysts, the company sells exclusively through integrators and channel partners utilizing its best-in-class platform, SmartAPI. With over 250,000 devices deployed and logging 50 million miles per day, SmartWitness provides video telematics hardware, software, and services that help partners develop fleet management solutions that optimize operations, improve driving behavior, and mitigate risk. For more information, visit <https://www.smartwitness.com>.

### **About Sensata Technologies**

Sensata Technologies is a leading industrial technology company that develops sensors, sensor-based solutions, including controllers and software, and other mission-critical products to create valuable business insights for customers and end users. For more than 100 years, Sensata has provided a wide range of customized, sensor-rich solutions that address complex engineering requirements to help customers solve difficult challenges in the automotive, heavy vehicle & off-road, industrial and aerospace industries. With more than 19,000 employees and operations in 13 countries, Sensata's solutions help to make products safer, cleaner and more efficient, more electrified, and more connected. Learn more at [www.sensata.com](http://www.sensata.com) and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).