

SmartWitness Unveils Cloud-Based AI Tech Package for Commercial Fleets, Eliminating the Expense of Purchasing or Upgrading to AI Cameras

Automatically Identifies Individual Drivers & Risky Driver Behavior to Help Prevent & Analyze Accidents

LAS VEGAS (Jan. 5, 2022) – Video telematics provider [SmartWitness](#), recently acquired by Sensata Technologies, today introduced the first AI solution enabling commercial fleets to realize the benefits of artificial intelligence without the need for expensive AI-equipped cameras. The new AI Tech Package includes two cloud-based add-ons to SmartWitness' driver-facing cameras – SmartID, which uses facial recognition to automatically identify who is driving a vehicle, and C.A.R.E. (Computer Analyzed Risk Evaluation), which uses machine vision to detect risky driver behavior – providing critical video documentation that can help minimize accidents, litigation and insurance costs.

The new AI options expand a cloud-based AI suite that also includes [AIDE](#) (Artificial Intelligence Driving Events), an event analysis solution that reduces false-positive reports of risky driving behavior as much as tenfold by applying contextual factors such as road type, elevation, weather conditions and traffic patterns to video captured by SmartWitness cameras. This not only increases fleet manager productivity by eliminating hours of unnecessary video review but also helps overcome driver resistance to camera deployments by avoiding inaccurate driver scoring and unneeded coaching sessions.

No AI camera needed. Video telematics solutions typically perform AI processing on the camera, requiring fleets to purchase new hardware to both adopt and upgrade AI technology. SmartWitness' AI Tech Package instead limits camera-based analysis to issues requiring real-time safety alerts, processing all other video events in the cloud. This enables non-AI cameras to be equipped with AI capabilities and also reduces camera costs, encouraging wider adoption of video telematics technology.

Automatic driver recognition with SmartID. Rather than requiring drivers to login to the vehicle with ID codes, key fobs or other hardware to enable the telematics system to associate the data to the driver, SmartWitness SmartID utilizes facial recognition to automatically identify the person behind the wheel. This ensures that data for every trip is attributed to the correct driver, even if he or she forgets to log in. It also lowers costs by eliminating hardware-based driver identification solutions.

Driver state monitoring with C.A.R.E. In the event of an accident or a driving event such as a harsh brake, SmartWitness's machine vision-based C.A.R.E. solution can now provide insight into driver behavior such as fatigue, distraction or phone use that may have contributed to the incident. This enables more accurate driver scorecarding and provides video documentation to support coaching that can help improve driving performance. It also can help avoid litigation and increased insurance premiums by exonerating drivers who are not at fault in an accident.

“In the world of video telematics, most AI technology resides on cameras that cost upwards of \$1,200 despite the fact that 90% of AI features don't require real-time processing and driver alerts,” said Michael Bloom, SmartWitness Vice President of Product and Marketing. “Our cloud-based AI suite, including AIDE as well as our new AI Tech Package, enables fleets to take advantage of AI capabilities without purchasing AI cameras, yielding a massive cost savings while also squeezing substantially more value from existing hardware.”

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 and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).