

SmartWitness Debuts Market's 1st Modular Road-Facing/Driver-Facing Dashcam

Optional Snap-On Driver-Facing Module Enables Easy Upgrades; Multiple Safety & AI Features Included

LAS VEGAS (Jan. 5, 2022) – [SmartWitness](#), recently acquired by Sensata Technologies, is bringing industry-first modular flexibility to video telematics with the new KP2 dashcam, a compact road-facing camera with a snap-on driver-facing option enabling commercial fleets to add driver-facing video at any time with no wiring changes, no added installation cost and no downtime. The KP2 includes a choice of real-time ADAS (Automatic Driver Assist System) and DSM (driver state monitoring) features for accident prevention, plus cloud-based AI event analysis software that eliminates hours of time wasted in reviewing false alerts of risky driving behavior.

Driver-facing now, later or never: The KP2's modular design provides an easy upgrade path for fleets that want front-view video documentation in the event of an accident but are not yet ready to record driver behavior inside the cab. The camera can be purchased as a road-facing solution with or without driver-facing functionality. The 1" x 1" snap-on driver-facing module can be added in seconds, eliminating the time and expense of adding a separate camera or replacing the entire system.

Fast, easy installation: The KP2 can be installed in as little as 15 minutes by either a fleet technician or a professional installer, saving hours of deployment and associated costs. The base unit attaches to a windshield-mounted bracket, uses a mobile app and auto-calibration for setup and configuration, and connects to the vehicle's OBDII port. (A version with a J-1939 connection for heavy-duty trucks will be released later this year.) The driver-facing module can be added with plug-and-play ease. If repair or replacement is required, the entire device detaches from the bracket with no need to remove wiring from the initial installation or rewire the new or repaired unit.

Safety features with natural voice notifications: The KP2 offers a choice of real-time ADAS collision avoidance and DSM in-cab behavior detection features to help avert accidents. ADAS options include real-time tailgating, forward collision, solid lane departure and pedestrian presence alerts, while DSM capabilities available with the driver-facing camera include fatigue, distraction and phone use. Real-time alert notifications are delivered in a choice of natural voice, audio beeps or chimes.

AI event analysis to reduce false alerts: Every KP2 deployment includes SmartWitness' cloud-based Artificial Intelligence Driving Events (AIDE) software, which reduces erroneous reports of poor driving behavior up to tenfold by applying a wide range of contextual factors to video captured by system cameras. This dramatic decrease in false positives limits the number of events requiring manual review by fleet managers and also reduces conflict with drivers unfairly flagged for safety violations.

"Until now, fleets deploying video telematics have had to choose between road-facing and road-and-driver-facing cameras. There was no way to add driver-facing functionality to a road-facing unit," said Michael Bloom, SmartWitness Vice President of Product and Marketing. "Our new KP2 is the first camera that gives fleets the flexibility to implement the technology in stages, ensuring they will not lose their initial investment if they decide to add the extra protection of driver-facing video at a later date."

The SmartWitness KP2 is a 4G/LTE camera that records HD (1080p) video at 30 FPS per channel with a 140-degree forward-facing and 130-degree driver-facing field of vision, contains a 64GB SD card upgradable to 128 GB storage, and measures just 126mm x 82mm x 64mm including the driver-facing 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 and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).