

# Machine Learning & AI at Cambridge Mobile Telematics

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# Unsafe Roads Around the World



**1.35 million**

**Road deaths**

50% outside cars



**50 million**

**Road injuries**

Ages 5-29: leading cause

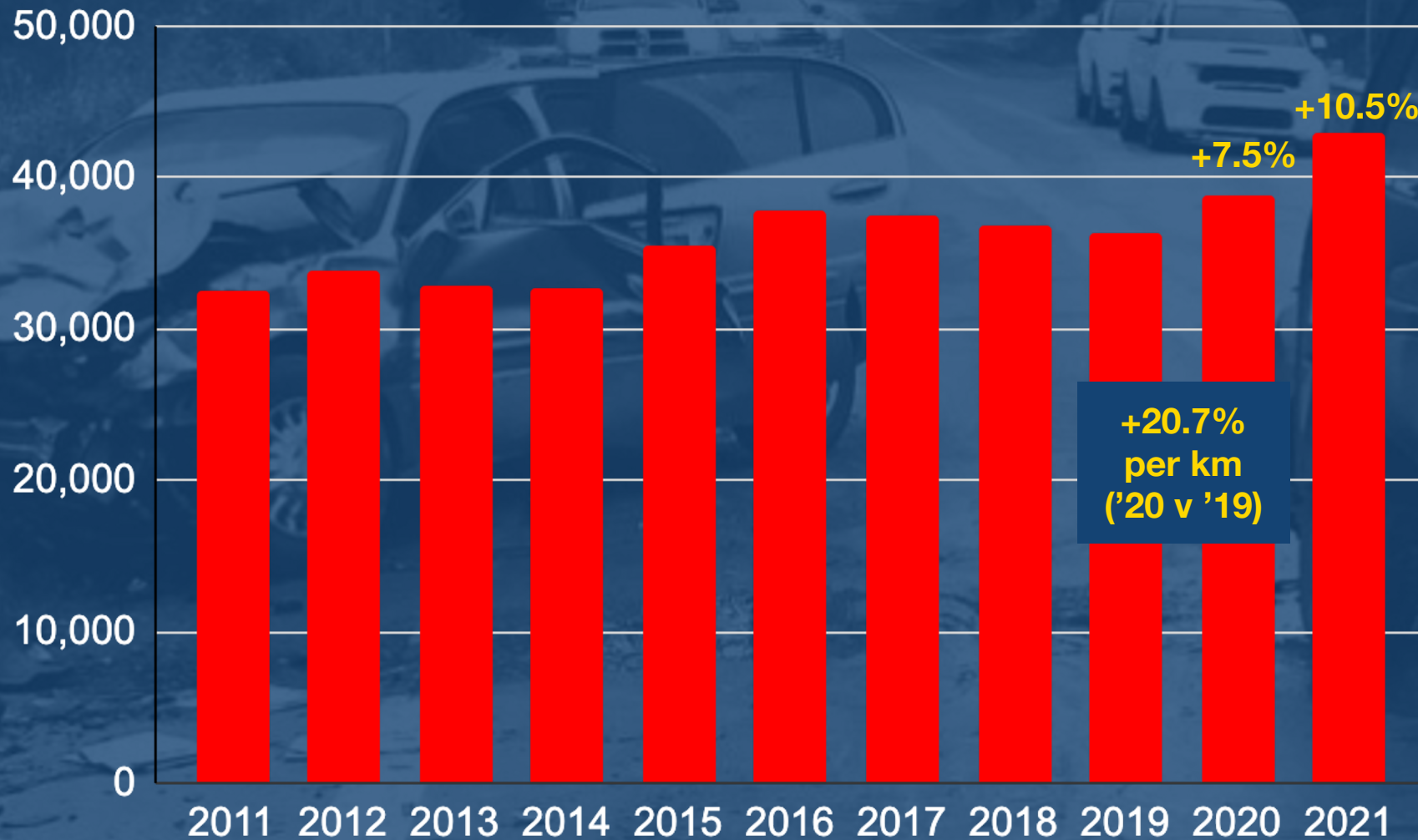


**\$2.55 trillion**

**Loss costs**

3% of GDP

# US Road Deaths Up By 9% YoY since COVID



# Weapons of Mass Distraction

## Pre-COVID

- **37% of trips** had *significant* phone distraction
- **36% at over 50 mph**

Source: CMT driving data, 2019



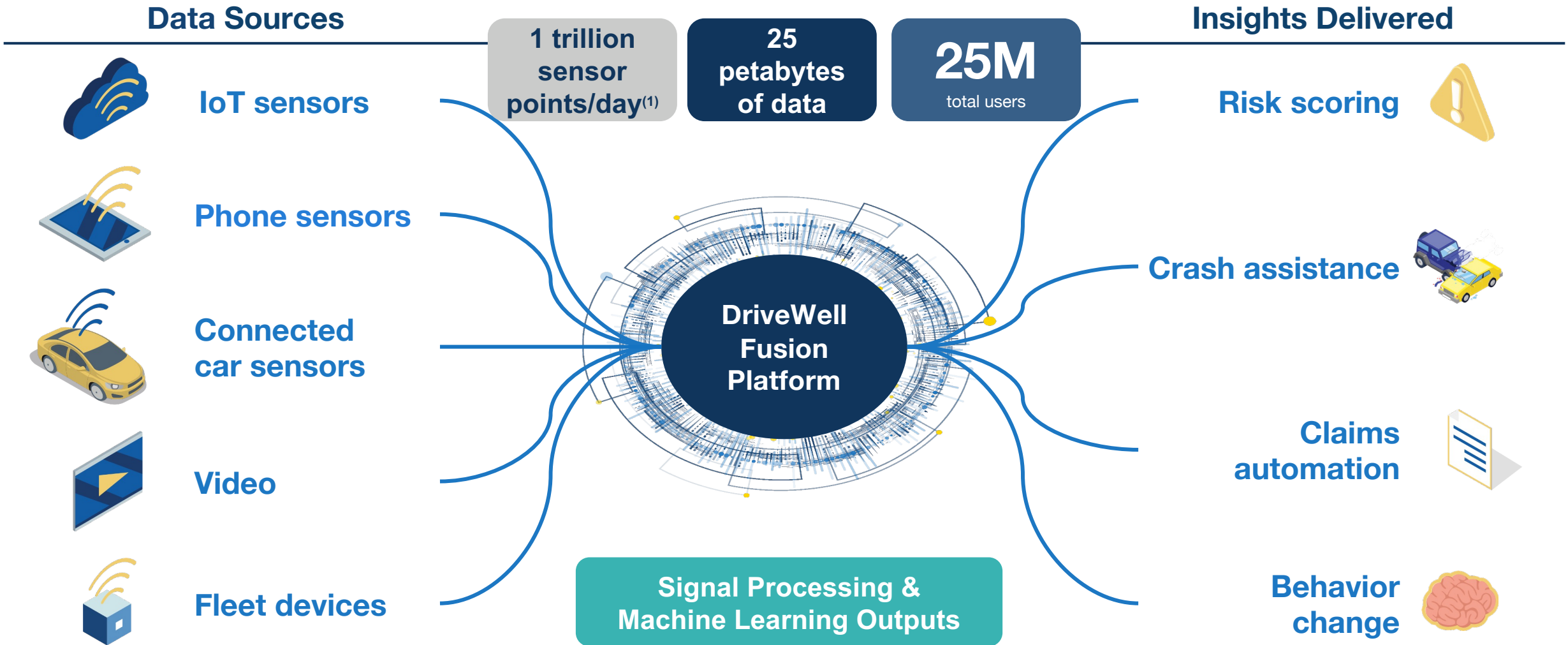


# CMT Drives Behavior Change



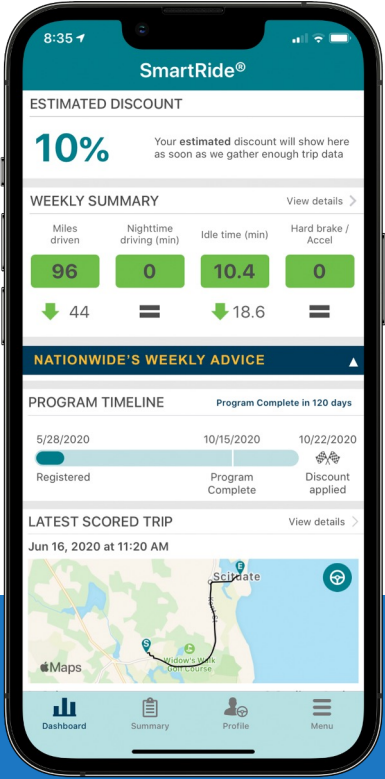
# DriveWell Fusion Platform

Collects trillions of data points from an array of sensor sources and processes them into actionable insights and solutions

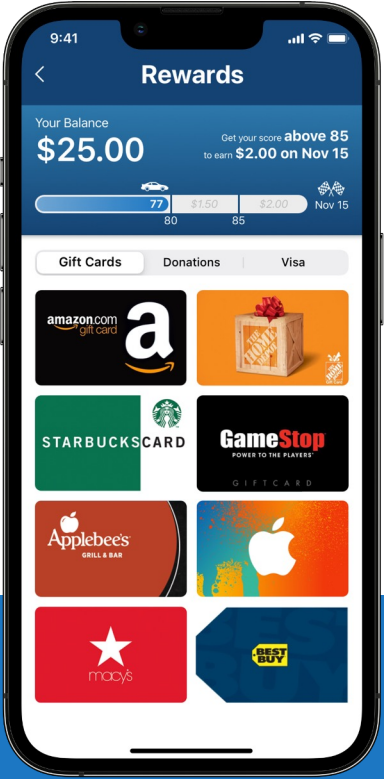


(1) Does not include data from video sources.

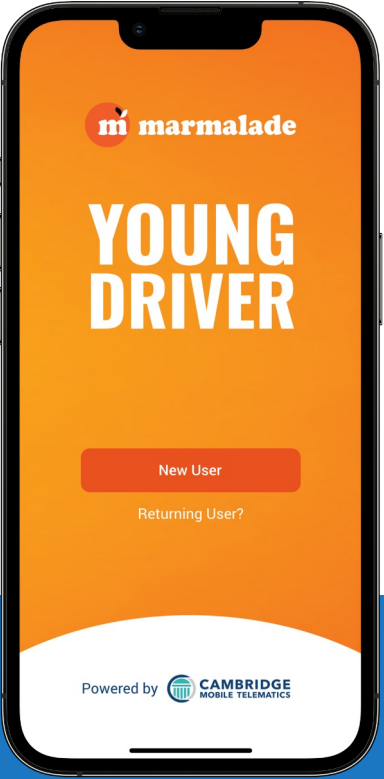
# Many Programs to Incentivize Better Driving



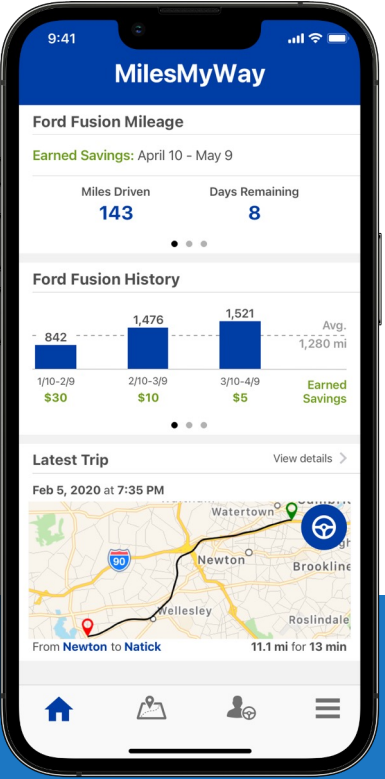
Discounts



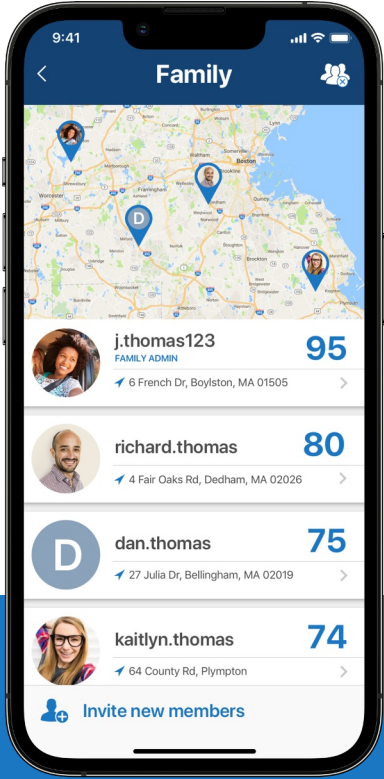
Rewards



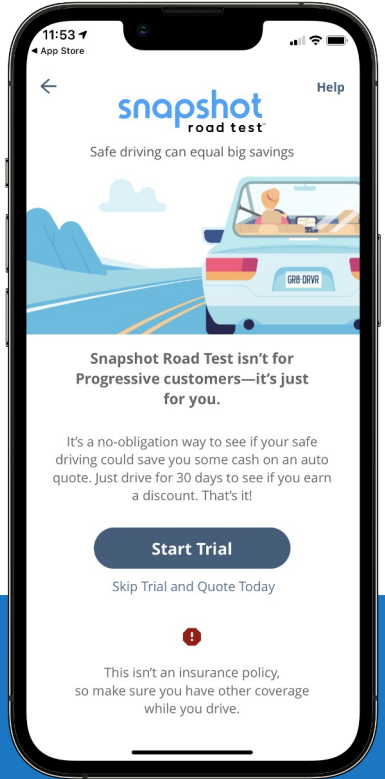
Young Drivers



Mileage-Based



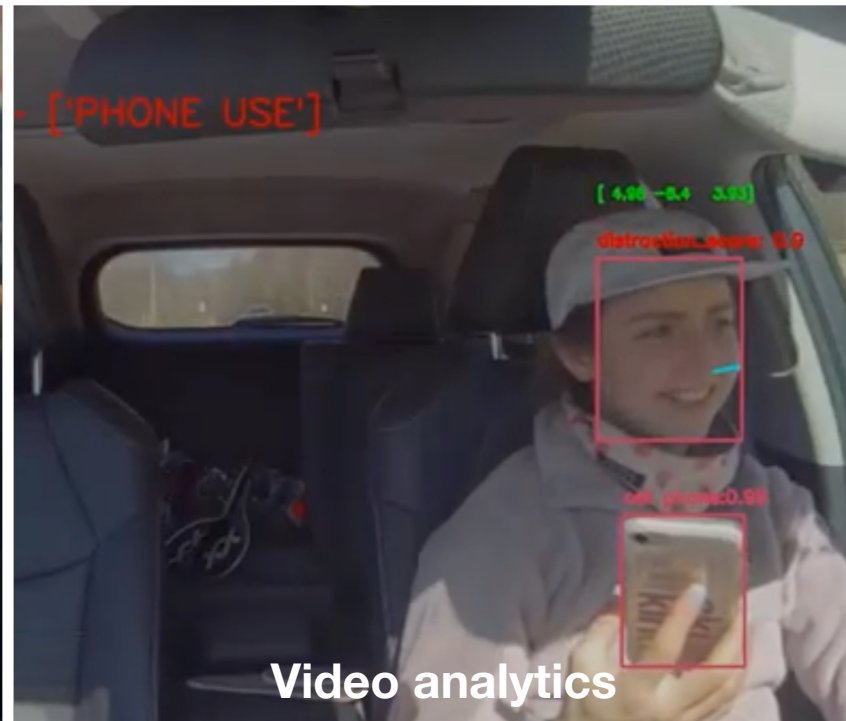
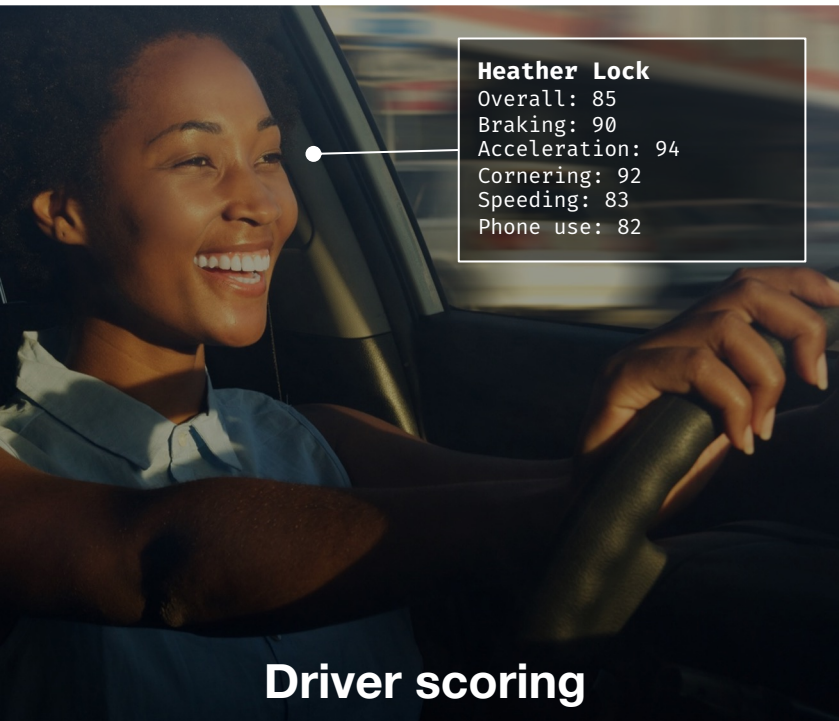
Family Safety



Try Before You Buy



# Where Does CMT Use AI?





# Score Driving by Computing Risk Factors

Validate risk factors based on millions of trips and many billions of miles



**Phone Motion**



**Hard Braking**



**Speeding**



**Cornering**



**Screen Interaction**



**Harsh Acceleration**



**Road Type**

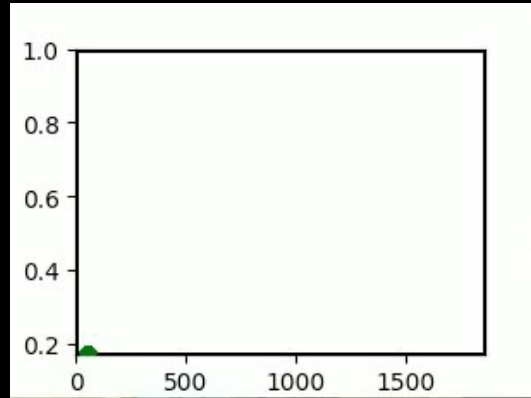


**Telematics Collisions**

Most of these factors are derived using ML models



# Video Analytics - Distracted Driving/Phone Use



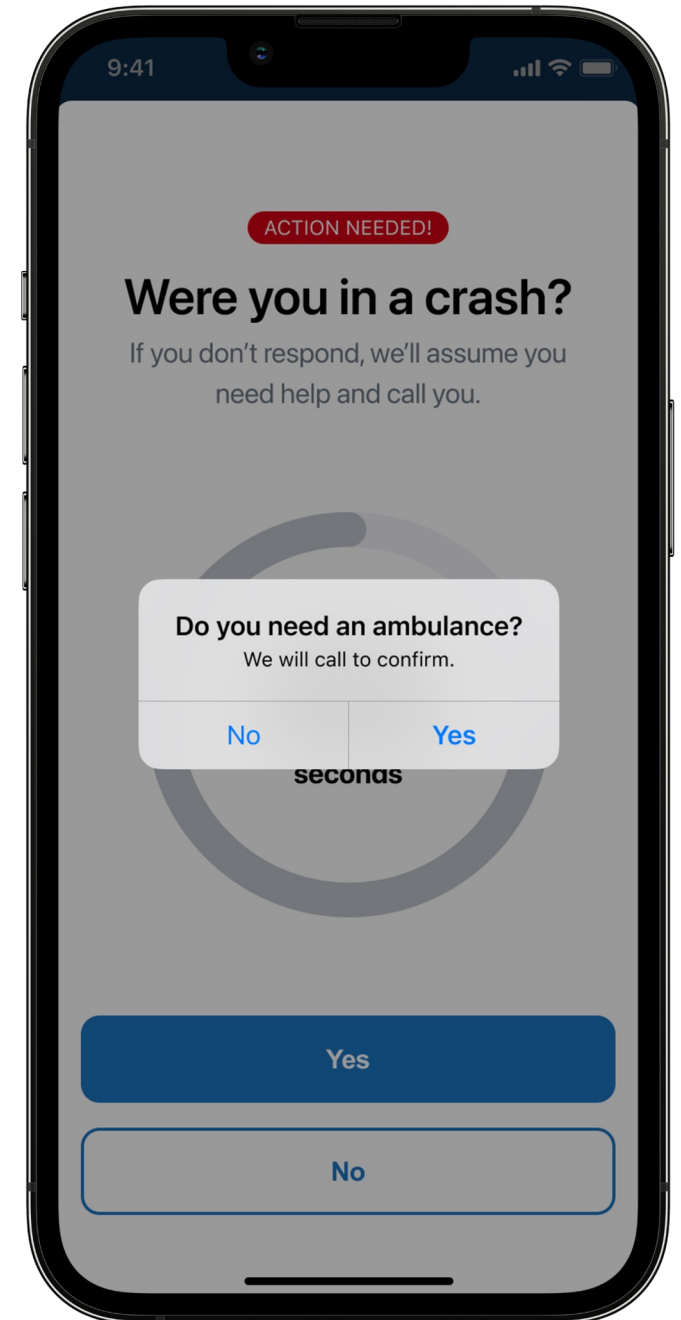
# CrashAssist

Help at the scene of the crash

Reliably detect severe crashes in near real-time with low false positives

Request or automatically trigger emergency services from expert providers

Request roadside assistance and tow from your trusted providers



# Thank you

Let's make the world's roads & drivers safer together

