DriveTrust is a connected AI dash camera for driver evaluation

DriveTrust dual dash camera records and evaluates what is happening in the cockpit and outside on the road. This data is sent to the cloud to car fleet managers for action.

Road accidents and related costs, like insurance costs, are a concern for companies which operate car fleets. DriveTrust’s solution can provide car fleet managers with eyes on the road. Instead of watching the video the car fleet manager gets a real time evaluation; a list of events for each driver in real-time.

The event stream can be used for customised alarms, e.g. get an alarm if a driver is tired for more than 15 minutes and for driver evaluation with the DriveTrust score. The alarms can help with a real-time intervention whereas the score and related data can be used to negotiate better insurance rates.
Competitive Advantages

- We build complex and performant hardware for execution of AI / Computer vision on the device. This hardware is difficult to copy.
- Computer vision and driver evaluation algorithms.
- Modular hardware design, without redesigning any major part of our device we can have up to 50 different product configurations adapted to the customer needs, guaranteeing better price and performance.
- In the long run, the data we collect about drivers and driving behaviour.

Target Markets

Target segments are all companies which operate or are involved with car fleets:
- Transportation companies
- Car rental companies
- Ride sharing companies
- Car insurances
Apart from European Countries UK, U.S. and South-East Asian countries are relevant starting points.

Status/ Traction

A pilot with 50 products and one customer is planned in late November, however, DriveTrust has already received requests for in total over 10.000 devices.

The partners of DriveTrust in the activity are:
- University of Rennes 1
- CRF (Fiat)
- IMEC
- id4car
- GFT

Road Map

- In terms of product we will increase performance, improve our evaluation algorithm based on the data collected, and build/integrate with other sensors and connected car devices. As well a stronger focus on the V2X communication technology is envisioned in the years to come.

Connect

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