



## MMTA/APTA SAFETY CONFERENCE

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what if....  
YOU HAD THE RIGHT  
**FORMULA**  
TO TRANSFORM  
**YOUR FLEET?**

# WHAT IS HOLDING YOU BACK



from your business goals?

# LYTX PHILOSOPHY

Right  
Solution

+

Right  
Job

+

Right  
Price

=

Right  
Results

# Become part of **SOMETHING BIG**

**65%**  
MARKET  
SHARE

Millions of  
hours of driving  
behaviors  
validated by  
human review

**110+**  
BILLION MILES  
OF DRIVING DATA

**97%**  
CLIENT  
RETENTION

Proven results  
over 20+ years

125,000 risky driving  
events captured daily

**950**  
THOUSAND  
DRIVERS  
PROTECTED

Innovating advanced  
Machine Vision + Artificial  
Intelligence for 10+ years

**OVER**  
**550,000**  
CONNENCTED  
DEVICES

**30+**  
INSURANCE  
PARTNERS

1,000 near collisions  
Captured daily

# WHY LYTX?

**INNOVATION.** Proprietary machine vision + artificial intelligence (MV+AI) technology designed specifically for fleets with the world's greatest database of its kind – in a single platform.

**VERSATILITY.** Configurable to meet specific business needs with the right solution – from enterprise to small.

**LEADERSHIP.** Best in class data, technologies and best-practices developed specifically for fleets.



## KNOW WHAT HAPPENED

### Answers faster.

Access the video you need at the right time, at the right length, so you can get the facts you need in minutes.



LYTX VIDEO PLATFORM

## MANAGE YOUR DRIVERS

### Visibility at the right time.

Get the timely insights you need to help you monitor driving risk and fleet status.



RISK DETECTION SERVICE  
FLEET TRACKING SERVICE

## CHANGE BEHAVIOR

### Safer driving habits.

Improve driver behavior, reduce risk, and lower collision frequency with the industry-leading driver safety program.



DRIVER SAFETY PROGRAM

Lytx Video Platform	Risk Detection Service	Driver Safety Program	Fleet Tracking Service
The video facts fleets need – in minutes.	Monitor fleet risk with timely insights.	A proven approach to improving driving habits.	Improve customer satisfaction and safety - in one solution.
Gives users access video anywhere they have an internet connection.	Provides users with insights about driving moments that are important to track.	Helps change behavior by coaching drivers to be aware of their habits on the road.	Provides real-time fleet status so users can optimize productivity.
	All features of Lytx Video Platform <b>PLUS:</b>	All features of Lytx Video Platform and select features of Risk Detection <b>PLUS:</b>	All features of Lytx Video Platform <b>PLUS:</b>
<ul style="list-style-type: none"> <li>• Immediately access up to 100 driving hours of video online from Lytx account <ul style="list-style-type: none"> <li>- Continual recording</li> <li>- Live Streaming Video</li> <li>- 5 min per vehicle per month</li> </ul> </li> <li>• Ability to add auxiliary cameras</li> <li>• Secure access to Lytx account, programs, services and data</li> <li>• Gateway to manage drivers, vehicles, select configurations and administrative functions</li> </ul>	<ul style="list-style-type: none"> <li>• Dashboard displays the categories that are contributing to risk, frequency by count and trend, per Group. (April/May)</li> <li>• Event List provides a summary of exception-based events generated by vehicles drivers including accelerometer, speeding, rolling stop and third-party ADAS triggered events.</li> <li>• Extend Events: Get 30-seconds before and 30-seconds after exception-based events (when Continual Recording is activated)</li> <li>• No coaching workflow</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritized coaching tasks</li> <li>• Prescriptive coaching workflow</li> <li>• Human review identifies behaviors and outcomes</li> <li>• Reports: Safety and performance; Drivers, group, and program status reports, Industry benchmarking</li> <li>• Scores: Coaching effectiveness help users monitor efficacy</li> <li>• Program management and support</li> <li>• Program reviews, ROI analysis</li> <li>• Insight dashboards</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time vehicle location</li> <li>• Route replay</li> <li>• Locate closest vehicle</li> <li>• Custom geo-fences with real-time alerts</li> <li>• Real-time and past vehicle location data</li> <li>• Fuel management reports (available with J1939 ECM connection)</li> <li>• State mileage data extracts</li> </ul>



# RECOMMENDED SOLUTIONS

## LYTX VIDEO PLATFORM

# Get answers faster.

Get the facts you need in minutes with online access to video anywhere you have a internet connection.

# LYTX VIDEO PLATFORM

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## Answers faster.

Select and save up to 20 minutes of video right from your Lytx account for the facts you need in minutes.

## I need to see what happened so I can resolve issues as fast as possible.

- Protect drivers and business with video – the fastest way to the truth.
- Confirm policy, safety procedure or uniform compliance
- Rapidly verify service delivery with video evidence of vehicle locations and employee actions
- Verify Workers Comp claims around the vehicle

## Overarching Benefits

- ✓ **Evaluate**  
Review and assess non-driving procedures so they can improve the efficiency and efficacy of their operations.
- ✓ **Verify**  
Confirm validity and accuracy of an event or situation to quickly resolve incidents or claims.
- ✓ **Discover**  
Identify new and overlooked opportunities to expand revenue streams by finding untapped service gaps.

## RISK DETECTION SERVICE

# The tools you need to monitor fleet risk on your terms.

Get the insights that help you spot moments that are important to track. You decide when it's right to take action.

# RISK DETECTION SERVICE

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**Monitor fleet risk on your terms.** Surfaces driving moments that are important to track with a high degree of confidence, so you can decide when it's right to take action.

**I need to monitor fleet risk throughout the day so I can take action at the right time.**

- **Monitor driving behaviors and where risk is happening and decide when to take action**
- **Spot trends and address behaviors that are contributing to fleet risk**

## Overarching Benefits

- ✓ **Surface**  
Identifies the potential risk you care about in minutes
- ✓ **Notify**  
Fleet managers get a summary of events that are important to track
- ✓ **Monitor**  
Review events and spot trends so you can take corrective action when you need to

# STAGES OF AN EVENT

Lytx machine vision and artificial intelligence (MV+AI) identify behaviors behind the scenes, delivering the timely insights you need to monitor fleet risk.

1

## LYTX DRIVECAM® EVENT RECORDER CAPTURES RISKY DRIVING

Our technology distinguishes normal driving from risky behaviors and uploads events to the Lytx cloud.

2

## ARTIFICIAL INTELLIGENCE EVALUATES EVENTS

Our proprietary decision-making engine categorizes and presents events based on associated behaviors.

3

## MV+AI LOOKS FOR SPECIFIC BEHAVIORS

Highly-trained algorithms surface unsafe behaviors, like phone use and driving without a seatbelt.

4

## EVENTS ARE SENT TO YOUR LYTX ACCOUNT

With a list of select events marked with important behaviors to track, you'll be able to monitor risk across your fleet.



## **DRIVER SAFETY PROGRAM**

# **A proven approach to improving driving habits.**

Lytx's premier solution that helps users change behavior by coaching drivers to be aware of their habits on the road.

# DRIVER SAFETY PROGRAM

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## A proven approach to improving driving habits.

Lytx's premier offering is proven to help change driving behavior with video coaching so drivers can be more aware of their habits on the road.

## I want to improve fleet safety, and drive accountability for results.

- Reduce unsafe behaviors and improve fleet performance with video-based coaching
- Change behavior by increasing awareness of driving habits on the road and in the field

## Overarching Benefits

- ✓ **Safety**  
Helping drivers improve their driving skills is your best defense when it comes to fleet safety.
- ✓ **Uptime**  
Maximum uptime happens when drivers are safe and protected, and that can reduce downtime spent on vehicle maintenance and repairs.
- ✓ **Costs**  
Safer driving is proven to help your bottom line, from lower insurance premiums to increased productivity and improved fuel efficiency.

# DRIVER SAFETY CYCLE

Change behavior by coaching drivers to be aware of their habits. The Lytx coaching process puts fleets on the fast track to improving driver performance and minimizing risk on the road.



# STAGES OF AN EVENT

Here's how billions of miles of driving data gets translated into simple priorities that can help you reduce your fleet's risk of collisions.

1

## LYTX DRIVECAM® EVENT RECORDER CAPTURES RISKY DRIVING

Built-in algorithms distinguish normal driving from risky behaviors and upload events to the Lytx cloud.



2

## ARTIFICIAL INTELLIGENCE EVALUATES EVENTS

Our proprietary decision-making engine categorizes and presents events based on:

- Collision probability
- Coachability
- Associated behaviors



4

## EVENTS ARE DELIVERED TO YOUR LYTX ACCOUNT

Relevant events are prioritized for you so you can focus on coaching the most important things first, and make the most of your day.



3

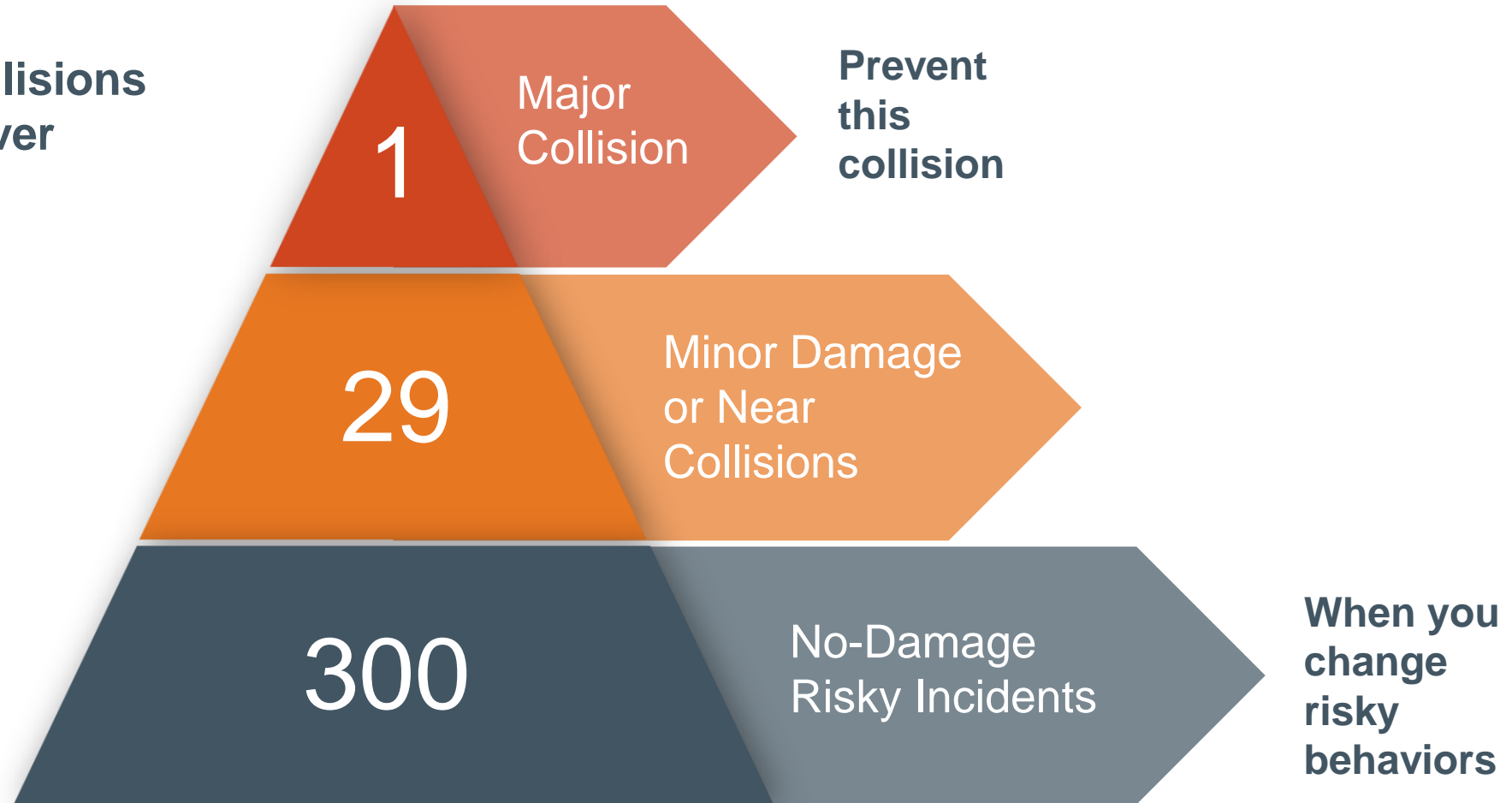
## LYTX PROFESSIONALS REVIEW EVERY EVENT

Highly-trained analysts review hours of footage, so you don't have to—providing an objective, impartial assessment.



# SAFETY PYRAMID

Help prevent collisions  
by changing driver  
behavior before  
causing a  
major incident



Source: H.W. Heinrich, *Industrial Accident Prevention: A Scientific Approach*.



## FLEET TRACKING SERVICE

# Your fleet status in an instant.

Real-time vehicle status helps you run a more efficient fleet.  
Respond faster, minimize phone time, and optimize productivity.



# FLEET TRACKING SERVICE

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**See fleet status in an instant.**

Real-time vehicle status helps you run a more efficient fleet so you can respond faster, minimize phone time, and optimize fleet productivity.

## I want to quickly locate, track and manage my vehicles with video support so I can:

- Improve efficiency and increase the number of jobs per day
- improve customer satisfaction by responding to status questions faster
- Better manage customer expectations by knowing technician location, and ETA
- Monitor drivers and ensure they are on task and on time

### Overarching Benefits

- ✓ **Respond Faster**  
Improve customer satisfaction with the ability to communicate things like driver status and ETA
- ✓ **Maximize Work Hours**  
Increase productivity by managing driver productivity
- ✓ **Optimize Assets**  
Streamline fleet management by improving vehicle use and on-time performance

It's not a dashcam.

# IT'S A RISK DETECTION POWERHOUSE



**Meet the first step  
in state-of-the-art  
fleet protection.**

**The Lytx DriveCam® event  
recorder is where it all starts.**

This automotive-grade device does more than just capture video. It uses onboard algorithms to collect and process data and video, and distinguish normal driving from risky behaviors.

DriveCam® Event Recorder

# SF64



**Where safety and performance come together.**

- ✓ Continual recording capable
- ✓ Enhanced video quality
- ✓ ECM ready
- ✓ Multiple camera support

DriveCam® Event Recorder

# SF300



**Say hello to the future  
of risk detection.**

- ✓ Advanced MV+AI risk detection
- ✓ Expandable memory for more video
- ✓ In-vehicle audio alerts
- ✓ Multiple camera support

# THINGS TO CONSIDER

**There is always  
someone who  
will do it cheaper.**





Things to Consider:

## VERSATILE, ADAPTABLE SOLUTIONS

**Lytx can customize your solution to address your specific fleet needs and goals.**



Your business challenges are unique. Why settle for a “one-size-fits-most” solution?



Lytx can adapt as your fleet needs change, without subsequent installations or touches. Our cloud-based distributed architecture lets us deploy firmware and algorithms updates over the air - without needing to replace costly hardware.



Lytx solutions are customizable with highly configurable features to give you the right program at the right price. Configurations include camera view, video length, triggers, behavior selection, event scoring, and more.

Things to Consider:

## FLEET-SPECIFIC TECHNOLOGIES

Lytx has been developing and deploying cutting-edge technologies for over 20 years.



We implement edge-to-cloud machine vision and artificial intelligence [MV+AI] technology that is intentionally designed and developed to solve specific challenges fleets like yours care about.



Lytx solutions are powered by the world's largest video and driving database of its kind in a single platform. Our database is driven by +500K vehicles, 20 years of experience, and billions of miles of driving data.



Lytx is pioneer and leader in video telematics industry, and holds over 120 issued and pending patents.

<https://www.lytx.com/en-us/patents>

Things to Consider:

## ALL VIDEO IS NOT CREATED EQUAL

**Lytx Video Platform is built for ease of use.**



The Lytx Video Platform gives you instant access to data and video – on demand. Continual recording means continual protection.



The Lytx Video Platform is mobile friendly, which means you can access your program from mobile devices, such as tablets or smartphones anywhere you have an internet connection.

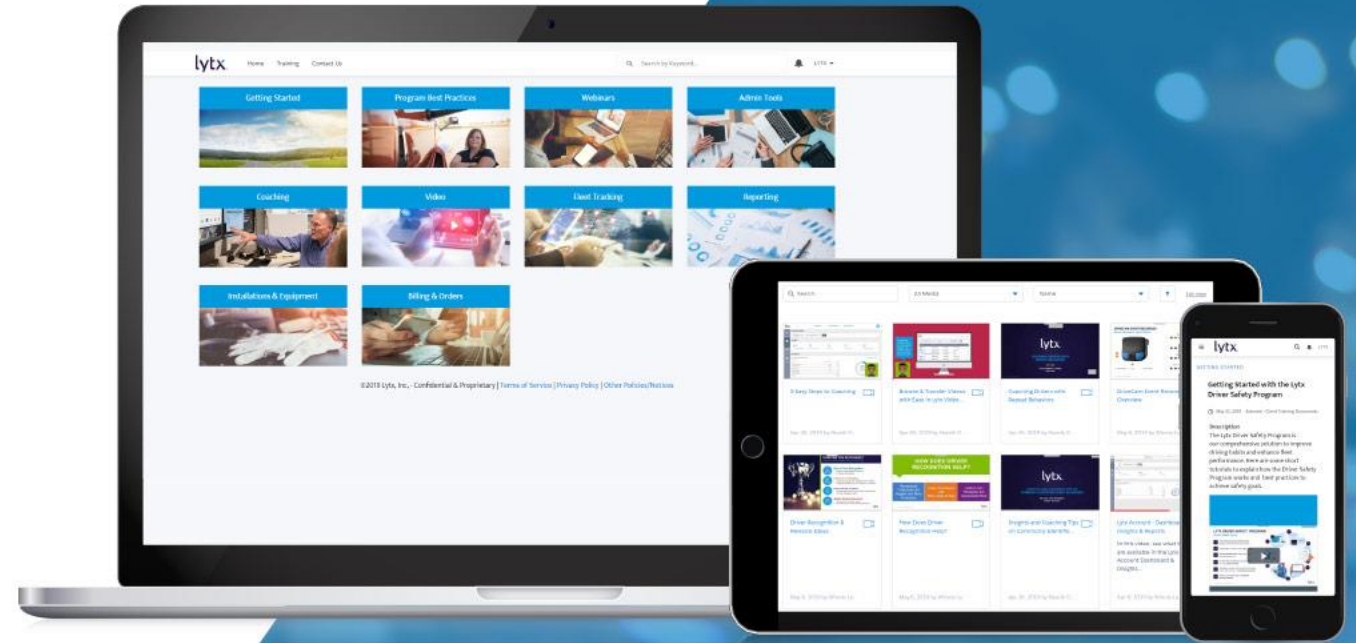


Lytx provides a livestream option, which provides a real-time view of what's happening on the road.

# THE SUPPORT YOU NEED

Resources and training on-demand, all in one place.

- **How-to Articles**  
Read step-by-step instructions to help you manage your program.
- **Tutorial Videos**  
Watch and learn how to use our solutions.
- **Webinars**  
Sign up for live webinars or rewatch recorded sessions.
- **eLearning**  
Choose self-paced courses.
- **Learning Plans**  
Take guided learning curriculums.
- **Contact Support**  
Send your questions without ever picking up the phone.



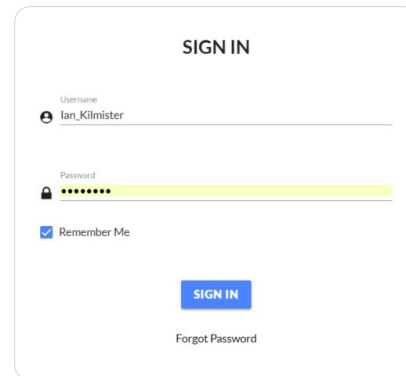
# EASE OF USE FEATURES

## Mobile Friendly



Optimized for tablet  
touch screens

## login.lytx.com

A screenshot of the login page for login.lytx.com. It features a 'SIGN IN' header, a 'Username' field with the text 'ian\_kilmister', a 'Password' field with a yellow bar, a 'Remember Me' checkbox, a blue 'SIGN IN' button, and a 'Forgot Password' link.

Single sign-on for all  
your Lytx accounts

## Hablamos Español



Choose your language  
in browser settings

## User Feedback



Clients comments can  
help us prioritize

A photograph of a man and a young child looking out of a vehicle window. The man, wearing a blue denim shirt, is on the right, looking down at the child. The child, with blonde hair and wearing a plaid shirt, is on the left, looking out the window. The background shows a city street with buildings. The image has a dark, semi-transparent overlay.

**Saving lives is at the  
heart of everything  
we do.**



# QUESTIONS