

# Introduction To Kyrus Mobile 2020



Kyrus Mobile  
Distracted Driving Solutions



## The KyrusFleet™ Solution:

- Simple to deploy and easy to use in an Enterprise Environment. Drivers deployed within minutes.
- Automatically activates when phone enters the vehicle
- Stops drivers from text messaging, emailing and other mobile device distractions while driving
- Driver friendly: Customizable to allow permitted functions. (Hands Free calling, Waze, Pandora...)
- Compliance tracking and reporting:
  - Online Portal to track and report activity
  - Anti-tamper provisions
  - Automated email alerts for infractions
- Works on both iPhone and Android platforms



# Kyrusfleet™: How It Works

- The iBeacon is provided to the driver and placed in the glove box.
- The application is driver friendly, allowing inbound and outbound Bluetooth hands free phone calls.
- Streaming music is available (hands free). All other distracting activities such as texting, email, web surfing, and social media applications are disabled when the vehicle is in motion.

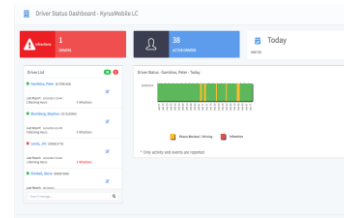
1. Bluetooth LE Safety Device is placed in the vehicle



2. When vehicle is moving, distracted driving functions are disabled



3. Cloud based Compliance Monitoring Account Management



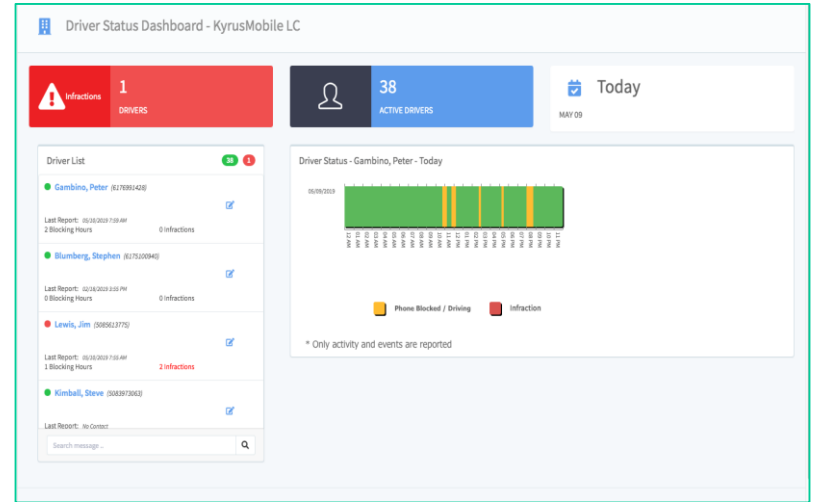
# Compliance Monitoring

## Online Portal

- Real-time reporting
  - Monitors attempts to circumvent system
  - Employers can document compliance for insurance, regulators (OSHA, DOT), lawsuits
- Optional email alerts
  - Fleet Management
  - Driver
- Nobody wants Big Brother (Main employee concern)

KyrusFleet™ does not:

- |                      |                            |
|----------------------|----------------------------|
| * Track locations    | * Monitor phone calls      |
| * Read text messages | * Record driving behavior. |
| * Scan emails        | * Monitor web traffic,     |



## Implementation- KyrusFleet™

- App Installation - simple and takes less than a minute
  - Download the app on the phone – (Google Play, iTunes)
- Deployment
  - Send us the names and numbers of the drivers – We will set up the portal for you.
  - Place the iBeacon in the glove box of the vehicle.
  - Pair Bluetooth of the phone with the iBeacon.
  - Launch the KyrusFleet. That's it!
- Training - We will train administrator(s) how to use the portal to set up:
  - Automated alerts
  - View and interpret reports and activity
  - How to generate audit and compliance data

## Why Employers Are at Risk

Employers are liable for employees actions

- Mobile device use,
  - While driving has increased exponentially
  - Crash rates are up 17% in 2016

Mobile device policy is not a shield against liability

- Major Publicity risk
- Increased insurance premiums
- Judgments against employers with accidents that involve mobile devices are increasing. **Our solution prevents crashes and the resulting liability**



**Sample List of Judgments:** Whitepaper: ["Employer Liability for Distracted Driving Accidents"](#)

- **TX 2017: \$43.5M judgment** against an oil company whose driver was on the phone and caused a crash
- **TX 2012: Coca-Cola pays \$24mm** (\$14mm in compensatory and \$10mm in punitive damages) to woman injured by Coke sales employee driving company car and using hands-free device; **court held that even though Coke had a policy in place, that policy alone was insufficient as a defense and Coke was negligent**
- **FL 2010:** widow of bicyclist sued Astella Pharmas, alleging that pharma rep was texting
- **NC 2010:** Company's insurance carrier paid **\$5mm** to widow of bicyclist killed by employee on phone while driving company car, though it was on the weekend and she was not working
- **MO 2009: \$18mm** verdict for victim with brain injury hit by driver checking phone; employer liable under vicarious responsibility





## Contact Information

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# APPENDIX

## Lawsuits, judgments & settlements:

- **TX 2017: \$43.5M judgment** against a company whose driver was on the phone and caused a crash
- **TX 2012: Coca-Cola pays \$24mm** (\$14mm in compensatory and \$10mm in punitive damages) to woman injured by Coke sales employee driving company car and using hands-free device; **court held that even though Coke had a policy in place, that policy alone was insufficient as a defense and Coke was negligent**
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- **GA 2008:** employee of International Paper was using her company phone when crash occurred; \$5.2mm settlement even though International paper had a policy that prohibited use of cell phones
- **PA 2003:** \$500k settlement for Smith Barney stockbroker that killed motorcyclist while driving to a non-business event; he admitted to making "cold calls" while driving
- **FL 2001:** \$21mm verdict where records showed Dyke Industries employee was using phone
- **VA 2001:** lawyer killed pedestrian while driving home, conducting a business call; \$30 mm award against her employer, Cooley Godward, a major law firm

**Company phone use policy is not a shield against liability**

## Industry Articles & PR

### **New York Times:**

- Biggest Spike in Traffic Deaths in 50 Years? Blame Apps

### **Wall Street Journal:**

- Car Crashes Are on the Rise, and Warren Buffett Blames Texting
- America's Truckers Embrace Big Brother After Costing Insurers Millions

### **Legal News:**

- New Report Shows Traffic Crashes Cost Employers \$47.4 Billion In 2013

### **Business Wire:**

- Texas injury caused by cell phone use returns \$22M verdict by cell phone use

### **Reuters:**

- U.S. envoy to U.N. urges more action on dangers of texting behind wheel

### **Bloomberg:**

- State Farm profit plunges on \$7B underwriting loss

### **Superb Crew:**

- <https://www.superbcrew.com/kyrus-mobile-deploys-innovative-technology-for-employers-to-prevent-distracted-driving/>