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Weareables for driver safety in the trucking industry

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Safety in the trucking industry is a major problem affecting public safety on the nation's highways and is a substantial economic burden. There are over 400,000 trucking accidents each year resulting in over 100,000 injuries and 4,000 fatalities. Current safety technology largely focuses on placing sensors on trucks but does not monitor or aid the most important factor in safe driving – the driver. Fatigue and distraction are a leading cause of trucking accidents. By providing drivers with a wearable device that constantly monitors them for the onset of fatigue and attention grabbing distractions, we can alert drivers before a situation becomes dangerous. In this presentation, we will discuss how a “hearable” can serve truck drivers to communicate effectively and safely while driving and reduce the occurrence of accidents on the roads. The federal guideline is for truck drivers to check their mirrors every 5 to 8 seconds. Wearable technology can act as a co-pilot to drivers, constantly monitoring their behavior and their environment to maintain the highest level of performance and avoid high risk situations.

Biography

Avishai Geller is the CEO and Founder of Maven Machines, a leader in Mobile Technology and Driver Safety for the Trucking Industry. He has a BS in Electrical Engineering and Computer Science from MIT and an MBA from Kellogg. Maven Machines has developed the first smart headset for drivers that is capable of detecting driver fatigue and distraction in real time.

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