



## For Fleet Managers Who Are Serious About Safety

**Distracted driving is the #1 road safety concern for the driving public in the United States.**

In 2009, 453,474 people were either injured or killed on US roadways in motor vehicle crashes that were reported to have involved distracted driving. If your drivers have phones or other mobile devices, distracted driving should be a concern for you, too.

Cellcontrol is an award-winning distracted driving technology that uses a unique Bluetooth™ Trigger Unit coupled with a mobile application on a cell phone to stop the temptation to call, email, text or surf the web while driving. The application is easy to set up, customize, and manage via a secure web portal.

- ▮ Stop texting, emailing & surfing when vehicle is moving
- ▮ Restrict phone calls when vehicle is moving
- ▮ Comply with federal & state laws
- ▮ Return On Investment (ROI) greater than 500%
- ▮ Access to key driver safety information, including speed, mileage, time of use and hard braking or acceleration



cellcontrol.com

The World's Leading Technology to Stop Distracted Driving

### How It Works



## Step 1

### Set Up and Manage Online

Define and customize your mobile policy online; system sends prompts to protected mobile devices to download Cellcontrol software.



## Step 2

### Plug In and Download Software

The Cellcontrol Trigger is easily installed into vehicle OBD port without tools or training. Software downloads and compliance are verified online.



## Step 3

### Block Unauthorized Activity

Cellcontrol automatically enforces your company policy for use of mobile devices while driving. Always-on activation and active compliance monitoring delivers peace of mind and fleet safety.

ROI exceeds  
**500%**

- Repair costs
- Liability payments and insurance
- Injury costs
- Lost productivity
- Workers comp
- Brand image

## Key Statistics on Distracted Driving

**28%** of accidents are caused by using mobile devices while driving

**\$25K+** Average on-highway crash cost for organization

**453,474** people injured or killed reported involving distracted driving in 2009

**23x\*** more likely to have an accident while texting/email (\*According to a VTTI study)

**\$11K** Potential company fine for violation of FMCSA regulations



## Our Protection Halo

Our Protection Halo™ technology restricts functions on mobile devices while the vehicle is in motion. Once the vehicle returns to a safe state, functions will be enabled and all communications are available.

## Flexible Policies

Connect One to One 

Connect One to Many 

Connect Many to Many 

Connect Many Devices 

## System Features

- Always-on activation with no user action required
- Safety features such as hands-free only calling, allowed dialed numbers list, 911 emergency call-out/call-in
- Real-time alerts and customizable messaging
- No Bluetooth pairing required; enables simultaneous coverage of multiple devices and eliminates need for driver to opt-in
- Automatic system updates and reporting
- Policies and compliance managed from centralized web portal
- Powerful reports on key telematics parameters
- Track mileage, hours of use, speed, idle time, hard braking, harsh acceleration and driver identification to enhance safety and productivity

## Phones/Laptops/Handhelds

All BlackBerry  
All Android  
Windows Mobile 5 & 6  
Symbian  
Brew  
Laptops - Windows XP, 7, & Vista  
Handhelds - Symbol, Motorola,  
& Tablets Intermec and more

## Supported Platforms



BlackBerry

iDEN

symbian



Windows



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