



CASE STUDY

**DASH-CAM BASED
COACHING FOR SAFE &
NON-DISTRACTED DRIVING**

MOTION-S

COACHING DRIVERS IN SAFETY

The Vias Institute offers for almost three decades road safety awareness-raising training courses for road offenders, driver education, and driver assessments, with custom modules depending on the offense committed or behaviors to coach - all having in mind making offenders aware of the risks on the road, appealing on their responsibility for other traffic participants, and generally developing towards safer driving.

VIDEO TELEMATICS AS AN AID

With a training course in place, road offenders and other drivers can be coached in specific situations. But how can traditional coaching be improved with data analytics from Motion-S? Getting insights of driving behavior with GPS, motion sensors and dashcam data can give coaches much richer content for their activities reaching a higher impact on drivers, who will link their behavior habits to real and quantified exposure to accidents.



Vias institute, known until recently as BRSI (Belgian Road Safety Institute), was established in 1986 by the Belgian government. It has been fully independent since 2016. The institute is known by the general public as the driving force behind the 'BOB' drinking-and-driving awareness-raising campaigns. Today, operating as Vias institute, they are expanding the fields they work in and putting their know-how to good use to promote better road safety, mobility and security in general.

The name 'Vias institute' is derived from the Latin word 'via', meaning 'road' as well as 'way in which'. It also reflects the broader role and interpretation that the revamped organisation will be taking on. Changing people's behaviour on and off the road remains a constant in creating a better and safer environment for everyone.

www.vias.be

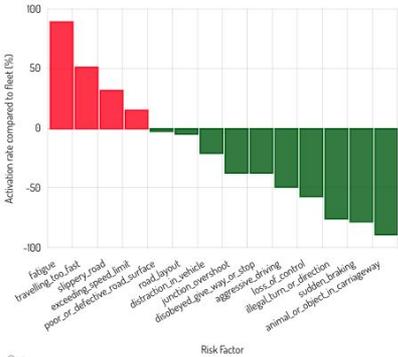
INCREASING SAFETY ON THE ROAD WITH MOTION-S

Motion-S has provided the Vias Institute with five AI-empowered dashcams, fully integrated into the training cars. The trip data (GPS, Sensors, and Video-based Events) is sent to Motion-S' data analytics platform.

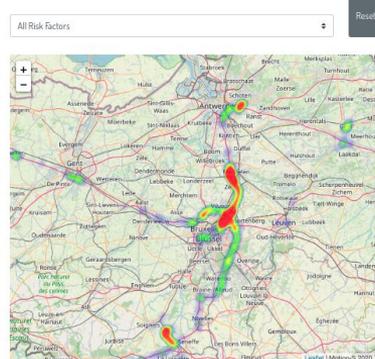
A custom risk profiling, taking into account 23 risk factors, including distraction in-vehicle and tailgating, has been implemented to evaluate and identify the benefits of using a data analytics-based approach.

Motion-S provided Vias Institute with access to the risk assessment and dashcam visualization platforms to test and explore new safe-driving coaching and road safety applications.

Risk factors frequency compared to fleet



Risk Factors Activation Map



Road roughness



Distraction

- ARNE 01
- Volvo XC60
- At1, 8301 Knokke-Heist, België

SUNDAY 9 AUGUST 2020



5:52 PM CEST



Cornering

- ARNE 01
- Volvo XC60
- Zaventem, 1831 Machelen, België

FRIDAY 31 JULY 2020



6:16 PM CEST

MOTiON-S

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