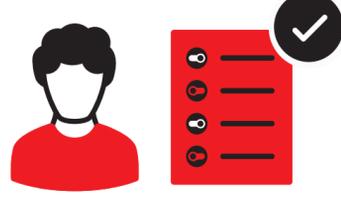




Dispelling the myths: Six common misconceptions about video telematics

MYTH 1

“Smart dashcams violate privacy regulations”



FACT

A smart dashcam solution that is fully configurable can help meet privacy regulations through its setup and configuration. Protecting your drivers’ data to the highest level is equally as important to achieving safer roads.

DID YOU KNOW

- Webfleet Video is powered by the CAM 50
- It can detect risky behaviours without recording video
- and capture road incidents as they happen

MYTH 2

“My drivers will hate having a camera in their cab”



FACT

The Webfleet CAM 50 with the industry’s most advanced artificial intelligence can detect risky driving behaviour and provide First Notification of Risk (FNOR) by issuing a warning so that a driver can self-correct in the moment. The technology only notifies the fleet manager if risky behaviour persists and no corrective action has been taken.

DID YOU KNOW

- Drivers are empowered to change their behaviour
- Video can exonerate drivers in false claims
- Focused driver training in key areas
- 360-degree video for driver protection and security

MYTH 3

“I don’t need a dashcam because I have telematics”



FACT

Webfleet telematics is a vital tool in helping to train and coach drivers, however sometimes incidents can still occur that can’t be evaluated with telematics alone. Advanced dashcam solutions like our CAM 50 has both in-cab and road-facing lenses, combined with machine vision (MV) and artificial intelligence (AI), giving fleet managers the best view of exactly what happened leading up to an event or incident. With Webfleet video you get the ultimate picture of how the incident happened.

DID YOU KNOW

- A picture is worth 1,000 words, video is a million more!
- MV+AI provides context of events leading to an incident
- Protect drivers and brand reputation against false claims
- 360-degree video for driver protection and security

MYTH 4

“Why should I worry about a near miss? Nothing happened!”



FACT

There are many variations of the “near miss”. A delivery van’s brush with a kerb to avoid an animal darting out could have very different consequences to a driver using their mobile phone with a coach full of people on board. Only by understanding the habits that occur in the cab can you identify where a near miss might have become a catastrophe.

DID YOU KNOW

- Zero accidents can still mean hidden risk
- 80% Distraction is the cause of up to 80% of preventable accidents¹
- 57% Of people are more likely to stop distracted driving if someone asks them to stop²

MYTH 5

“Dashcams are too expensive”



FACT

Collisions are more expensive. A strong safety record can result in fewer insurance claims, vehicle repairs and lower premiums for fleets, along with a positive benefit to brand reputation. Vehicle longevity and driver retention are key considerations for fleets. And above all, we all want all drivers to arrive home safely – saving lives matters.

DID YOU KNOW

- 40% Increase in average vehicle repair costs
- €210bn Yearly cost of EU road crashes
- 65% Global cargo theft from road vehicles³
- €1.3bn Estimated annual⁴ client savings made with Lytx technology

Get the first notification of risk ebook

MYTH 6

“Installing an intelligent dashcam will mean replacing all my kit”



FACT

Not at all, the Webfleet CAM 50 can be added easily to your fleet! With the flexibility of Webfleet Video, you can have a single view of your data and easy access to the reports you need, all the data in one place on your usual platform.

DID YOU KNOW

- UKI Established reseller network throughout the UKI
- Easy installation with minimal disruption
- Fully integrated into Webfleet software
- 4,800 Webfleet is trusted by more than 60,000 businesses worldwide

Contact Webfleet

¹ <https://www.rosipa.com/media/documents/road-safety/driver-distraction-factsheet.pdf>
² Kantar Added Value survey
³ <https://www.ttclub.com/news-and-resources/publications/tt-bis-cargo-theft-reports/bsi-and-tt-club-cargo-theft-report>
⁴ 2019 statistics
 The MV+AI technology is a driver aid only. Drivers should never wait for a warning before taking measures to avoid an accident. The MV+AI distraction detection and alerting technology is designed to respect driver privacy because it does not collect, store or use any biometric identifiers or biometric information (i.e., scans of facial geometry) to detect distracted driving behaviours.
 See https://www.webfleet.com/en_gb/webfleet/legal/dashcam-information/.
 **Based on a select sampling of claims data from Lytx clients.
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