AUTOMATIC CRASH DETECTION

Over 160 years Bosch has been creating solutions to make mobility more sustainable, more fun and safer.

It happens that in our daily lives we are not always using our own vehicles to commute and our ways of transportation are not necessarily equipped with latest safety technologies. Besides, we are not protected by a vehicle for most of our daily activities.

Nevertheless, your mobile phone is always with you and can be used as a guardian angel. With Bosch's emergency solution, protection is extended to the entire family in different life situations, being there for you and your beloved ones when you need us the most: while commuting in a taxi or car-hailing services, while in a rental car, when taking a ride with a colleague, in public transportation, while practicing sports, going on a hike or even at home.

Main applications

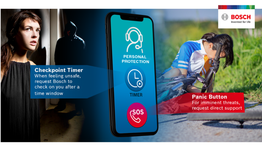
Crash Detection

The incident recognition works using the smartphone-embedded sensors. The smartphone sensor fusion and native AI will create an accurate event detection with true real-time crash detection and on-device processing. All this with low battery consumption.

The AI and data processing occurs on the device. It then sends event data to the cloud where it is used only for notification and response.

Personal Guard

The SOS function creates real-time notifications of critical events for personal safety with different options for requesting help. For example, 'Triple-Tap™' for a discrete emergency request or Checkpoint Timer where it is possible to request for help after a period of unresponsiveness.



All features in detail

Trip Detection
Combines sensors & AI to automatically detect by starts and stops

Mode of Transport
Identifies six types of transportation, shuts off crash detection when appropriate

On-Device Crash Detection
Ultra fast crash detection due to on-device processing appropriate

Triple Tap ™
Triple-Tap™ allows to trigger a call by tapping the phone even when in pocket

Manual SOS & Timer
Manually press SOS or set a timer to trigger a SOS call

Driving Event Detection
Real time, on-device driving behavior analysis

Triggered Training
Analysis of driving behavior, selection and delivery of appropriate video training material

Suppression of False Alerts
Avoids misinterpretation of data in cases no collision has occurred

Driver Detection
Detects if the smartphone is held by the driver or the passenger

Implementation

With easy implementation, it can be a white-labeled App or a Software Development Kit (SDK) embedded into an existing app with iOS and Android compatibility. This is ideal for not-connected vehicles and retrofit solution for multi-brand fleets.

Licensing options smartphone based collision detection

Software Development Kit
For integration into existing customer Apps

What our customers get
- Crash detection
- Triple Tap™
- Ability to upgrade

On roadmap
- Driving Event Detection
- Trip Scoring
- Triggered training

White labeled App
Ready to go app under customers' own brand

What our customers get
- Crash detection
- Driving Event Detection
- Trip Scoring
- Fuel Consumption Index
- Alert Messaging
- Manager Portal
- Triggered training

Suppression of false alert (False Positive Suppression)

Our impact detection works with an AI that has been trained over 2,300+ real vehicle crash events.

In other existing applications, potholes, slammed doors or curb hits mistakenly trigger the emergency solution.

That is why we carefully applied trained AI with driver's behavioral analysis to be able to distinguish these situations from real accidents, remarkably achieving over 99% of false positive events' suppression.

We provide not only the SW part but also that we handle the emergency call services (eCall).

Functional and process flow

Vehicle crash detection & advanced personal assistance

Branding
Top of mind: your brand often on users' screens and minds. Activate frequent reminders about the offered protection provided by your brand every time users drive (push notifications).

App Engament
Enhance existing apps engagement by offering this feature as an add-on.

Monetization
New monetization opportunity with a new offering for existing apps (e.g.: emergency supported included in premium subscription).

It also opens additional data monetization opportunities with 3rd parties (e.g.: First notice of loss for insurance companies, dispatches for roadside assistance companies, etc.)

Easy integration and rollout.
No worries with hardware production or distribution since this is a fully digital solution, with easy and cost-efficient rollout. It is an ideal retrofit solution or standardized solution for fleets composed by vehicles from multiple car manufacturers.

Transparency & savings
Better management for fleet owners

Data Security

How cloud-based services work

How Sfara patented on-device processing works

Business model and investment indication

Service Implementation	Technology enablement*	Service Provision
Server implementation Backend integration IT Project Mgmt. Operational and Process implementation Initial training	Sfara SDK License Updates Cloud Hosting Base IT support	Service Delivery IT maintenance IT support Operations Management Quality Management Network Data Transfer
One-time Charge	Monthly fee	

AUTOMATIC CRASH DETECTION + PERSONAL EMERGENCY ASSITANCE

Contact (additional info, and pricing)
Marcos Cardoso
Phone: +1(315)667-0454
Email: marcos.cardoso@us.bosch.com