

OMG!

- Study: About a third of young drivers text behind wheel
- Distraction makes them 23 times more likely to crash

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Nearly a third of drivers under 30 send text messages while driving, according to a survey released yesterday, a distraction that statistics show makes them 23 times more likely to crash.

The survey was released by Consumer Reports yesterday as the magazine and Transportation Secretary Ray LaHood launched an education campaign against distracted driving targeting teens.

Nearly 5,500 people were killed in distracted-driving accidents in 2009, the Department of Transportation found. Driving while distracted makes under-30 drivers 23 times more likely to be in a crash, the DOT has found. Sixteen percent of teenage drivers involved in fatal crashes were reported to have been distracted while driving.

"I have four children and I dreaded the day they turned 16," LaHood said at the magazine's Yonkers headquarters. "We know that teenagers think they're invincible."

LaHood offered a broad definition of distracted driving, saying it included texting, talking on a cell phone without a headset, dialing a number or even reaching for something in the car.

The campaign includes a public service announcement, a brochure asking teens to sign a safe-driving pledge and a series of emotional video testimonials from relatives of crash victims on a DOT website, distraction.gov.

The Consumer Reports survey

asked 1,026 drivers in November to describe their behavior in the previous 30 days. The poll found that 63 percent of drivers under 30 admitted to using a handheld phone while driving and 30 percent said they had sent text messages while behind the wheel.

Among drivers 30 or older, 41 percent had talked without a headset and 9 percent had texted while driving.

"People should not be dying because of this," said Jacy Good, who survived a 2008 crash in Pennsylvania that killed both her parents. She said an 18-year-old driver on a cell phone ran a red light into the path of an 18-wheeler, which swerved and hit her family's car head-on. They were heading home from her college graduation.

Good, who suffered massive injuries, lost the use of one arm. Now 24, the White Plains resident speaks to high school students about distracted driving.

"How stupid do you have to be to send a text message?" she said yesterday. "You're 23 times more likely to get in a crash."

LaHood called on states to pass tougher distracted driving laws, and to aggressively enforce them. New York and 29 other states have banned texting while driving. In New York, it is classified as a "secondary offense," meaning police must pull over a driver for another reason.

LaHood also called on automakers to reduce the risk for distraction in the dashboard "entertainment centers that are now in just about every make and model."



THIS IS THE REAL PROBLEM
(the tiny hand-held device you bring with you into the car)

NEWSDAY PHOTO / THOMAS A. FERRARA

GETTING THERE SAFELY

Distracted driving

Transportation Secretary Ray LaHood and Consumer Reports are urging action to combat distracted driving.

PASS TOUGHER LAWS

30 states have banned texting, but, like New York, not all make it a primary offense.

STRENGTHEN ENFORCEMENT

Strict enforcement lowers offense rates for texting and talking without a headset, officials said.

SIMPLIFY CONTROLS

LaHood has asked automakers to reduce the risk of distraction and increasingly complicated dashboard systems.

What you can do

- **PUT THE PHONE DOWN** When you're at the wheel, put your phone in the glove compartment or have a passenger answer it for you.
- **DON'T ENABLE** If you know someone is driving, don't call or text.
- **GO HANDS-FREE** Keep your eyes on the road and hands on the wheel at all times.

SOURCE: CONSUMER REPORTS; DEPARTMENT OF TRANSPORTATION

NOW ONLINE

Do you agree that there's a distracted-driving generation gap?
newsday.com

← Who do you know who does that?
← ridiculous! How do you know?
← The Drive SAFE PHONE PERIOD.

This is the PROBLEM...



Hand Held
Distraction
Hand Held
Distraction
Hand Held



Hand Held
Distraction
Hand Held



Hand Held
Distraction
Hand Held

Texting While Driving!

This is the Solution...

Texting **SAFELY** While Driving!

an innovative Hands-Free phone and texting keypad coupled with an L.E.D. projection read-out of message on windshield (a current, in-use, borrowed technology)



Prototype Illustration



Prototype Mock-Up

*Hands are glued to the wheel.
Eyes are glued to the road, with *minimal* down-glancing
at easy, user-friendly to read keypad*



Prototype Mock-Up



Prototype Mock-Up

The Drive-Safe Cell Phone

*****New Product For Licensing, Manufacturing, and/or Investors*****

U.S. PATENT # 6,983,170 THE DRIVE SAFE PHONE / KEYPAD



When you must use a keypad to communicate... *while driving, but SAFELY.*

When you must text... *while driving, but SAFELY.*

When you must use keys for prompts... *while driving, but SAFELY.*

When voice recognition, talk-to-text or 'canned' responses will not work... *while driving.*

GIVE THEM A GOOD REASON (ESPECIALLY THOSE UNDER 30 YRS. OF AGE, ADDICTED TO INSTANTANEOUS COMMUNICATION), NOT TO BRING THEIR TINY HANDHELD PHONES WITH THEM INTO THE CAR AND RISK DANGEROUS USE OF THEM.

BENEFITS

- SAFEST HANDS-FREE DEVICE TO CALL OR TEXT
- HANDS ALWAYS ON THE STEERING WHEEL YOUR THUMBS DO THE DIALING
- EYES ALWAYS ON THE ROAD WITH WINDSHIELD L.E.D. PROJECTION FEATURE
- AUTHENTIC TEXTING, AS DESIRED BY THE YOUNGER PUBLIC, NOT "TALK-TO-TEXT", "VOICE ACTIVATED", "CANNED RESPONSES" OR INCORRECT INTERPRETATIONS OF SPEECH TO TEXT (*which results in the user's frustration and thereby reverting to use of their tiny high-risk handhelds*).
- EASY TO ATTACH AND DETACH POCKET SIZED TO GO FROM CAR TO CAR
- AFFORDABLE UNLIKE PRICEY FACTORY INSTALLED DEVICES
- THIS CONCEPT/DEVICE BORROWS ALL CURRENT TECHNOLOGIES & PUTS THEM TOGETHER IN AN INNOVATIVE WAY. (*No need to develop new technologies!*)
- NO MORE GETTING PULLED OVER BY POLICE FOR VIOLATING STATE LAWS, WHICH HAVE BEEN PROVEN *MOSTLY* UN-ENFORCEABLE, AND INEFFECTIVE.
- AIRBAG DEPLOYS SAFELY THROUGH THE SOFT KEYPAD USING WEAKENED SEAMS IN KEYPAD CASING. (Same design concept as airbag's *own* cover)

SOUNDS TOO GOOD TO BE TRUE?

WELL IT'S HERE IN CONCEPT AND WITH PATENT PROTECTION

READY TO BE DEVELOPED AND BROUGHT TO MARKET, OR LICENSE OF PATENT RIGHTS

FOR AN INFORMATION PACKET CONTACT THE PRODUCT DEVELOPER

JERRY STULBERGER 917-977-0081

OR VISIT

www.invention.net/drivesafephone