

UPDATE AS OF APRIL 2010-

NY TIMES RECENT ARTICLES RELATED TO ISSUES REGARDING ENORMOUS POTENTIAL FOR THIS DEVICE-

IN brief, a portable cell phone device that releasably attaches to the steering wheel over the face of the air-bag cover, allowing for the driver to use large, easy to navigate phone keypad to call or text, with hands remaining firmly gripped to the wheel, and in conjunction with current LED projection technology, will project the text message onto the windshield, so as to allow the driver full view of the message while maintaining complete eye contact with the road. This device solves the 2 problems that no other device, especially for texting, will solve. The hands stay on the wheel, and the eyes stay on the road. And, within the scope of the patent is the keypad's design that allows for the safe deployment of airbag through it, using the same principle for the embodiment of the keypad as the airbag cover itself (details on the website). This patent is for a device that would revolutionize the issue of texting while driving, making it a much safer activity. It is the response to a major, deadly problem that won't go away, greater connectivity in the car so voraciously desired by the public, especially the younger, emerging public, whereby all the legislation, and education attempted to try and stop this activity will NOT work.

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*****ARTICLES CITED*****_

Please refer to articles by Matt Richtel of the NY Times, by googling:

Matt Richtel, NY Times, or go to nytimes.com/driven

then select Recent and archives articles by Matt Richtel (one of the early choices on the page), specifically a major, front page article dated Sunday, July 19, 2009, entitled- 'DISMISSING THE RISKS OF A DEADLY HABIT'. A very compelling article, making a case for a safe way to text behind the wheel, because the public will just not stop engaging in this dangerous activity, on their tiny hand-helds, while addicted to this type of connectivity, and willing to take risks with the illusion that its not a dangerous thing to do.

*****THE FOLLOWING IS MOST COMPELLING- and probably the reason why laws and education will NEVER work*****

The above article also cites explanations as to why people, though knowing the risks, continue to engage in this distractive activity. The article specifically states, and I quote, "Scientists are grappling, too, with

perhaps the broadest question hanging over the phenomena of distracted driving- Why do people, knowing the risk, continue to talk while driving? The answer they say, is partly the intense social pressures to stay in touch and always be available to friends and colleagues. *****And there is also the neurological response of multi-taskers.***** They show signs of addiction- to their gadgets.

John Ratey, an Associate professor of Psychiatry at Harvard University and a specialist on the science of attention, explained that when people use digital devices, they get a quick burst of adrenaline, a "dopamine" squirt. Without it, people grow bored with simpler activities like driving. Mr. Ratey said the modern brain is being rewired to crave stimulation, a condition he calls "acquired attention deficit disorder. We need that constant pizzazz, the reward, the intensity", he said. He largely dismisses the argument that people need the time in the car to be productive. "The justification for doing work is just that- a justification to be engaged" he said. I can relate to this by acknowledging how lethargic I get to feeling when I have nothing to do but "drive", and without 'distraction' or multi-tasking,(i.e., having a good conversation on the phone, or w/a passenger, or texting (safely-of course)) I get to feel sleepy, which is as bad if not worse than distracted driving.

***** 'SAFE SEX' - 'SAFE TEXT' ****

I make the analogy of all this to condoms being giving out by schools so as to 'make safer' the hi-risk activity of unprotected sex. The kids will do it out of a natural propensity and despite all the education, knowledge, and laws, so the school administrations have decided that since the kids won't stop engaging in this risky behavior, at least give them a 'device' to make it safer and prevent danger to others, so they give out condoms, which have resulted in a reduction in unwanted teen pregnancies. Doesn't this sound similar to texting? As is evident, you can't stop the 'impulsive' public from engaging in this hi-danger activity because of a natural addiction to immediate communication, so give a 'condom', so to say, to them to ensure a much safer way of doing this activity-give them a device that allows for very limited distraction, and much safer engagement in this activity. This would also result in a significant drop in the danger involved in immediate communication, such as keypad texting, which is what this impulsive public desires.

Also, articles by Nick Bunkley, NY Times Business, , Friday, Sept. 11, 2009, "FORD BACKS FEDERAL BAN ON TEXT MESSSAGING BY DRIVERS" This article has shownn that research has been done to show that activity that draws eyes and hands away from the road for an extended period while driving, increases the risk of accidents. Then they also say that Ford's new hands-free technology substantially reduces that risk by allowing drivers to keep their eyes on the road and hands on the wheel, and Ford goes so far as to

support the ban. Then they go on to say that the ban would NOT affect use of Ford's in-car system (FORD SYNC) which allows most phones to be used hands-free, and read text messages to the driver. The Ford Sync also has the capability to reply to texts with a limited amt. of "canned" responses. This is not what the texting public is looking for.

But this article shows that an attempt to address texting (as well as hands-free communication) in a much safer way is being done by the giants, such as Ford and Microsoft(who jointly are doing this device). Therefore, there is plenty of room for a device such as DRIVESAFEPHONE concept, (patent # 6983170), which handsomely addresses the danger issues of current texting activity, making it much safer, and keeping the character of texting the way people are doing it now, and not changing it to a 'Voice" thing.

Also, a PHENOMENAL article by Matt Richtel, from Mon., Sept. 28th, 2009, front page, "Truckers Insist on Keeping Computers in the Cab". Just by looking at the picture in the article, the DRIVESAFEPHONE would be a major inmprovement.