

# introducing tiwi™ for families



powerful, simple and proven technology  
to improve teen driving behavior



safe drivers  
are made  
not born

tiwi is the world's first in-car computer that delivers instant verbal messages to mentor and instruct young drivers while providing parents with real-time notifications by phone, text or email regarding their teen's location and driving behavior. tiwi is part driving instructor, part mentor, part guardian angel. Drive aware with tiwi.



## tiwi is the first proven real-time system designed to correct and prevent dangerous driving behaviors

tiwi technology has been used by some of the most safety-conscious organizations in the world including NASCAR®—today, families with young drivers can use technology that has benefited professional drivers for years.

Through real-time verbal feedback, drivers are alerted when they are speeding, not wearing their seatbelt or driving aggressively and are given the chance to correct their driving behavior.

The system helps teen drivers build their confidence and their skills while helping parents stay in the loop.

An easy-to-use website allows parents to customize how and when they receive notifications, via email, text or voicemail regarding a car's location, performance and driving history—they can also securely review maps and reports at any time.

The screenshot displays the tiwi website interface. The top navigation bar includes 'Report Card', 'Trips', 'Driving Events', 'Alerts', 'Setup', and 'Zones'. The 'Trips' section is active, showing a report for 'Scott' with a table of trips in the past 7 days. A map shows the location of the car, with a 'Speeding' alert pop-up for Tuesday, April 14, 2009, at 3:44 AM (MDT) near R.C. South Birmingham Hwy, Charlotte, NC. The alert details include a speed limit of 40 mph, an average speed of 53 mph, a top speed of 56 mph, and a distance of 0.43 mi. The 'Speed Alarms' configuration window is open, allowing users to set speed limits for different street types. The window includes buttons for 'Add 1 to All', 'Subtract 1 from All', 'Reset', 'Save', and 'Cancel'.

Date	Time	Distance
Tue	3:23 AM - 3:44 AM	21.36 mi
Mon	3:24 PM - 4:03 PM	17.31 mi
Mon	10:26 AM - 10:58 AM	17.91 mi
Mon	9:31 AM - 9:57 AM	17.81 mi
Mon	5:09 AM - 5:25 AM	17.38 mi
Sun	2:42 PM - 2:58 PM	0.41 mi
Sun	12:01 PM - 12:33 PM	25.51 mi
Sun	8:34 AM - 10:11 AM	28.78 mi
Sun	9:40 AM - 8:55 AM	5.14 mi
Sun	8:56 AM - 7:15 AM	5.71 mi

**Speeding**  
Tue, Apr 14, 2009 3:44 AM (MDT)  
R.C. South Birmingham Hwy, Charlotte, NC

- Speed Limit: 40 mph
- Average Speed: 53 mph
- Top Speed: 56 mph
- Distance: 0.43 mi

**Speed Alarms**  
Add 1 to All Subtract 1 from All Reset

Alarm this driver when they are driving:

more than	10 mph	5 mph street
	15 mph	10 mph
	20 mph	15 mph
	25 mph	20 mph
	35 mph	25 mph
	50 mph	30 mph
	50 mph	35 mph
	50 mph	40 mph
	55 mph	45 mph
	60 mph	50 mph
	65 mph	55 mph
	70 mph	60 mph
	75 mph	65 mph
	80 mph	70 mph
	85 mph	75 mph

Save Cancel

## introducing tiwi, the biggest safety breakthrough since the seat belt

### verbal, in-car alerts give young drivers real-time feedback

- based on driving behavior
- speeding violation alerts
  - drivers are verbally instructed to slow down when speeding
  - they are given a grace period before notifications are sent to parents
  - based on proprietary speed-by-street™ technology
  - parents can customize system to set speed sensitivities
- aggressive driving
  - hard turns
  - rapid acceleration
  - slamming on the brakes
  - hard bumps
- speed-by-street™
  - uses proprietary database to compare actual vehicle speed to posted speed limits\*
- SmartZones™ geo-fencing
  - alerts parents when driver arrives at or leaves a specific location such as school, work or home
- unlimited number of zones parents can set up to be monitored
- real-time emergency incident notification
  - if driver has an emergency they can push the e-call button for immediate, live emergency assistance
  - parents can call directly to the in-car unit and speak to the young driver
  - crash detection
  - alert notification in event of power loss



\*Some limitations apply

## teens are not necessarily bad drivers, but they are inexperienced

### parents have hands-on control of reporting

- easy-to-use, web-based portal
- parents set limits and boundaries that best suit their teen
- flexible controls empower parents to decide
  - how many miles per hour above speed limit drivers are allowed
  - establish SmartZones to report the instant the driver arrives at or leaves home, school or anywhere else parents determine
  - GPS technology shows exact location of vehicle
- driver performance grades
  - young drivers receive report card to track progress
  - opens opportunities for discussion and communication between parent and driver



**every 55 seconds, a teen is injured in a car crash  
it's time that changed  
tiwi has the technology to do that**

The Insurance Institute for Highway Safety (IIHS) recently used tiwi technology in an independent driving safety study. Its report entitled "In-vehicle Monitoring and the Driving Behavior of Teenagers," concludes that "equipping the cars teens drive with in-vehicle monitoring devices can help reduce [driving] risks by giving feedback about driving behavior to both teenagers and their parents."

tiwi is the solution to help parents be aware and help their children drive aware.

**contact tiwi now at 888-888-tiwi (8494)  
support@tiwi.com  
or visit us at [www.tiwi.com](http://www.tiwi.com)**



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