

The Power of Video Telematics: Enhancing Fleet Safety and Efficiency

Today, fleet owners understand that safety must be the top priority for multiple reasons. One of the main reasons with direct social impact is safer fleets save lives on the road. Other reasons that directly affect fleet bottom-line are rising repair costs, insurance costs, legal costs due to accidents. Another often overlooked reason is driver retention and management. As India and many countries in the world battle the problem of driver availability, retaining good drivers and coaching drivers with bad habits by positive reinforcements becomes super important for fleets.

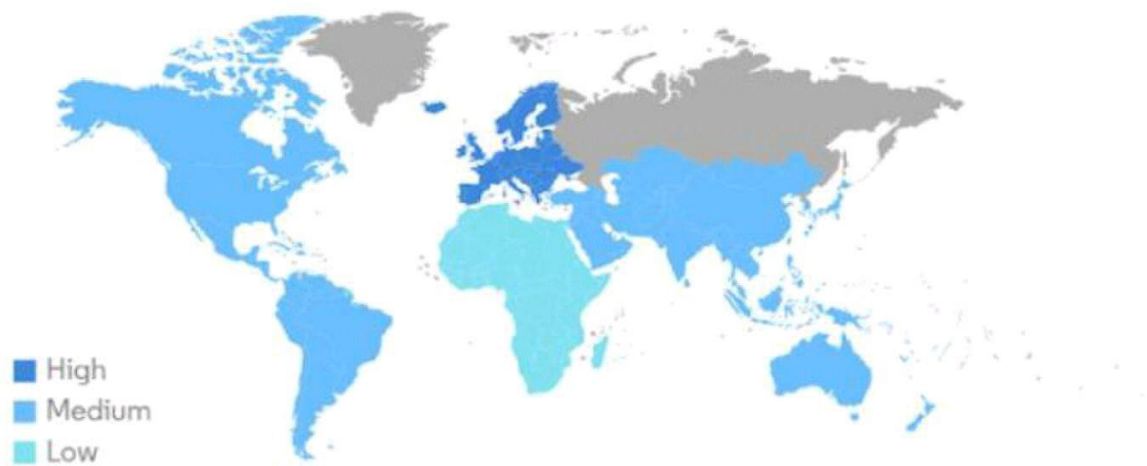
There has been a gradual shift towards adopting technology advancements to keep pace with the change and combat uncertainties. One such technology has been telematics, which has become ubiquitous across fleet management. In India, the commercial telematics market was valued at US\$ 1,005 Million in 2021 and is likely to grow at CAGR of 21.52% in 2022-2027.¹

However, conventional telematics (let's call it Telematics 1.0) may not be enough for today's modern fleets. The one thing that pandemic and the subsequent supply chain crisis has taught us is the key to efficiency is visibility. Visibility is not just where your vehicles are, it is also how healthy are your vehicles and full visibility into the road safety, cabin safety and cargo safety. This calls for a solid solution that is data-driven, can make good use of the voluminous data generated to deliver real business intelligence and end-to-end visibility. Telematics 2.0 brought in visibility into vehicle health and fuel efficiency (in case of EVs, it is EV health and battery health). Telematics 3.0 is AI powered computer vision that becomes at the very least your eyes on the road and the driver.

The answer to all of this: Video Telematics

Growth of Video telematics around the world for commercial vehicle fleets is remarkable. For an industry looking to increase efficiency and cut down costs, video telematics can make it happen by completely throwing out the guesswork by delivering real-time updates.

Global Video Telematics Market - Growth Rate by Region (2022 -2027)



Source: Mordor Intelligence

Video Telematics enabled by smart camera devices with advanced edge compute and AI, can provide key driver assist features such as

- Passive collision avoidance warnings for
 - impending collisions
 - pedestrians, two wheelers
 - lane keeping
 - keeping safe distance while following other vehicles (tailgating)
 - Over speeding
- Passive driver monitoring alerts such as
 - Distractions including mobile phone use
 - Drowsiness and fatigue
 - Driver identification (authorized person driving the vehicle) ***

Where Video Telematics really makes a difference in addition to the above is by adding smart video clips that enables:

- Proactive monitoring of your fleets by focusing on impactful video clips around risky alerts
- Use video clips for coaching
- Exonerate drivers by understanding the full context of the accident / incident
- Get video clips from the vehicle on demand for the fleet's or customer's business process needs
- Get a Live View of the road / cabin

In accidents involving large vehicles like trucks and buses, often the driver of the big vehicles is blamed. The dash cameras continuously recording the driver's view can provide on-demand evidence in case of false accusations.

It has been established by research that most of vehicle accidents are caused by partial or complete human error and the majority are due to blind spots within the vehicle.²

Subsequently, our own research indicates that just a warning to the drivers few seconds before an imminent collision prevents accidents. According to FMCSA, driver distraction causes 71% of large-truck collisions.³ By predicting near misses and minor collisions, driver assist technologies and video telematics can help warn drivers directly in-cabin and collect enough data to coach drivers in a personalized manner.

Keep an eye on your fleet in near real-time with **Intel®** Onboard Fleet Services

Intel brings the power of video telematics to commercial fleets. The **Intel®** Onboard Fleet Services gives complete control and visibility across your fleets. From life-saving features to real-time monitoring, it offers immeasurable benefits to modern fleet owners.

Driver monitoring: Monitors and alerts drivers in case of unsafe situations like phone use, drowsiness, etc.

Advanced Driver Assist System (ADAS): In-cabin alerts via Mobileye 8 Connect ADAS can boost driver retention time by up to 3 times, averting 80% of rear-end collisions.⁴

Driver Scoring and Coaching: Coaches drivers and incentivizes good behaviour, improving overall fleet safety and reducing risk.

Visual Trip Trace: View the GPS trace alongside event videos and get a ringside view of the entire trip.

On-demand View, Live View: Unlike traditional telematics, it offers on-demand video recording from the vehicle or LIVE video views to improve operational metrics and customer satisfaction scores **

With its all-around transparency, video telematics **can play a** huge role in fleet safety and overall efficiency. With 5G making inroads into the country, it could open up a new avenue of possibilities. Intel is at the forefront of this revolution of making video your new GPS.

** On demand Mobile DVR and Live View **are expected to be available** towards 2nd half of 2023 and will have an increase in charges due to additional mobile data consumption and storage.

*** Driver ID will be added to the product around 2nd half of 2023.

Sources:

¹ [imarc, India Commercial Telematics Market](#)

² Stanford Law School, 2021

³ [EMCSA](#)

⁴ [Mobileye, Forward Collision Warning \(FCW\)](#)