

## Press Release:

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## FOR IMMEDIATE RELEASE

# MICHIGAN TECHNOLOGY COMPANY IS INVITED TO SECRETARY LAHOOD'S DRIVER DISTRACTION SUMMIT IN D.C.

West Bloomfield, Michigan - September 28, 2009 – Mouhamad A. Naboulsi, President of Applied Computer Technologies, Inc, Applikompt, is invited along with 200 other Driver Distraction/Human Factor experts and other industries stake holders to attend the Driver Distraction summit organized by Secretary Raymond LaHood, DOT September 30<sup>th</sup> and October 1<sup>st</sup> 2009 ([http://www.rita.dot.gov/distracted\\_driving\\_summit/](http://www.rita.dot.gov/distracted_driving_summit/)). This is a historical event and a courageous leadership role by Secretary Lahood, since this is the first time the federal government is addressing this issue instead of forcing it off the radar.

“As a small entrepreneurial company, we are very pleased that we were invited”, said Mr. Naboulsi. “We are very supportive of fact findings because it mirrors our research methods. We hope to share our two decades of research through observations, focus groups and prototyping solutions that pointed us in the direction of our solution”.

The company's key findings conclude that a ban to prevent the public from using cell phones is not the right solution because precedence shows that forcing behavioral changes is not effective. Their finding also showed that the public is not interested in just adding more technology to the vehicle, but 88% of surveyed drivers said they ready for a system that actively protect drivers from distraction and accidents caused by cell phone and other in vehicles technology.

Applikompt technology, iQ-Wheel™ is product that was prototyped in 2000 - 2002 and received its first U.S. patent in February of 2004, **6,731,925** under the description of Safe Telematics Monitoring and Control Gateway, with 8 more subjects pending in three patents in the U.S., EU and Japan. This makes it the first ever Active Safety Device for Preempting Distraction that protect drivers from known distraction risks before they happen.

### System Theory:

The company studied the driving experience in light of Telematics, (In vehicle communication and computing), for nearly two decades, and concluded that driving must be controlled by an integrated system to synchronize the Driving Experience. The DrivingSystem™ is a system that consists of:

1. Man
2. Machine
3. Environment
4. History
5. Regulation
6. Assessment (based on Driving Application)

By defining driving as a system, the company is able to formulate a solution that synchronizes all elements of this system and not just the phone. The system will reside as a set of rules on a micro computer and monitors all emerging conditions and assures that the system and elements do not overtake the known set of rules.

## How does that translates to Safety?

This type of monitoring and control leads to the following achievements

1. Implementing Order
  - a. 1. One Telematics activity at a time when driving condition permits (no incoming or outgoing call while turning, accelerating or merging)
2. Eliminating Chaos
  - a. No surprising call at a bad time
  - b. \*No tasks that requires eyes off the road
  - c. \*\*No tasks that require one or more hand off the wheel
3. Help & manage work load
  - a. Intelligent help automatically customizable to driver habits and skills and contextually sensitive to DrivingSystem™ elements including regulatory requirements
  - b. Blocks outgoing manual dialing and texting

\*Information and options are given verbally to the driver through the company's patent pending **Head Up Speaker™** which is designed to attract the driver attention to an Eyes Forward/Heads up orientation so a prolonged conversation does not cause a zone out effect.

\*\*Unlike Speech Recognition systems, iQ-Wheel is controlled by 100% reliable user controls "Hands On Wheel Interface™, HOWI™". HOWI™ monitors for the presence of both hands on the wheels, then accepts commands conveyed with Thumb Gesture Interpretation™ where Thumbs up means YES and Thumbs down means NO. The device can also be configured to require only one hand on the steering wheel for a parent or two hands for a teen driver while calling; else the device will disable the phone, suspend the conversation or sound an alarm. This is one of many ways our device can prevent texting while driving.

iQ-Wheel™, name was inspired by journalist and TV reporters that referred to it as "smart wheel" because of the clever way it organizes activities and changes priorities . The system is a part of a portfolio that contains solution for Accident reporting, DUI, Distracted and Drowsy detection and reporting, Emergency and Medical Records Portability, Curve Speed-School zone-Traffic signs and light warning, Intelligent Notification and Intelligent Cup Holder.

iQ-Wheel™ awaits funding to start production version design and manufacturing to satisfy the needs of 80 million North American drivers that are banned by law from handling phones while driving. Consumers rated the product at mid \$200's with 62% saying that they will definitely buy it and 25% saying that they will likely buy it. Many also expressed interest in purchasing the device for employees and spouses and particularly teen drivers in their household to control their behavior behind the wheel.

For more information contact:

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