



Sightless touch for drivers.

By Inpris Ltd.

US Patent No. 9,261,972.

MARKE

T In-Car Infotainment's Major Growth



New
technology



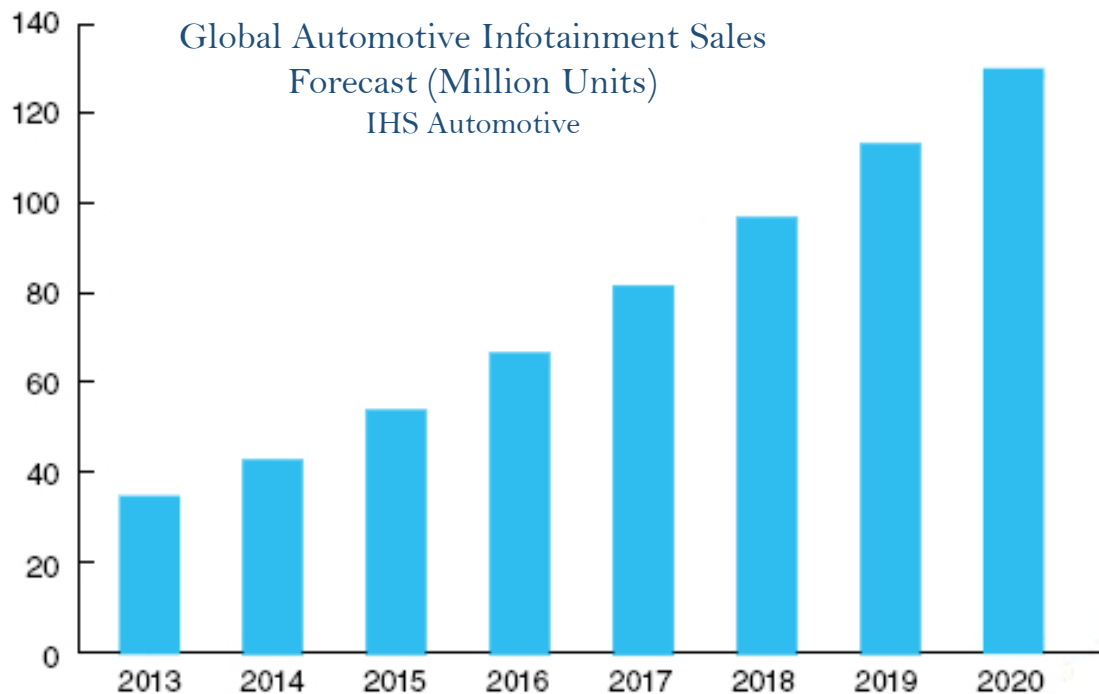
Market
competition



New
Markets



Consumer
Demand



Value

\$13.5B in 2015

\$24B in 2020

Mobile Players **Jumping In**



Apple CarPlay

android
auto



BlackBerry

PROBLEM

Dis·tract·ed Driv·ing

“The practice of driving a motor vehicle while engaged in another activity, typically one that involves the use of a cellular phone or other electronic device.”



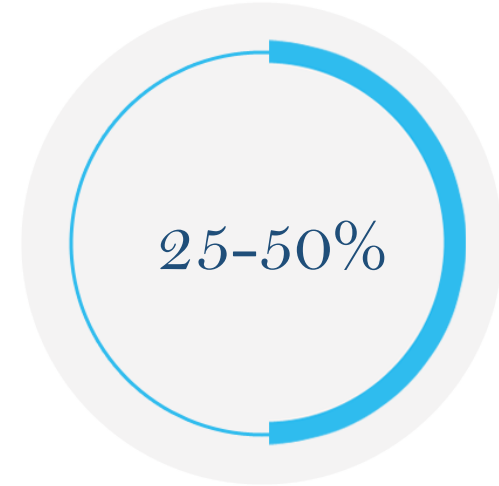
Visual



Cognitive



Manual



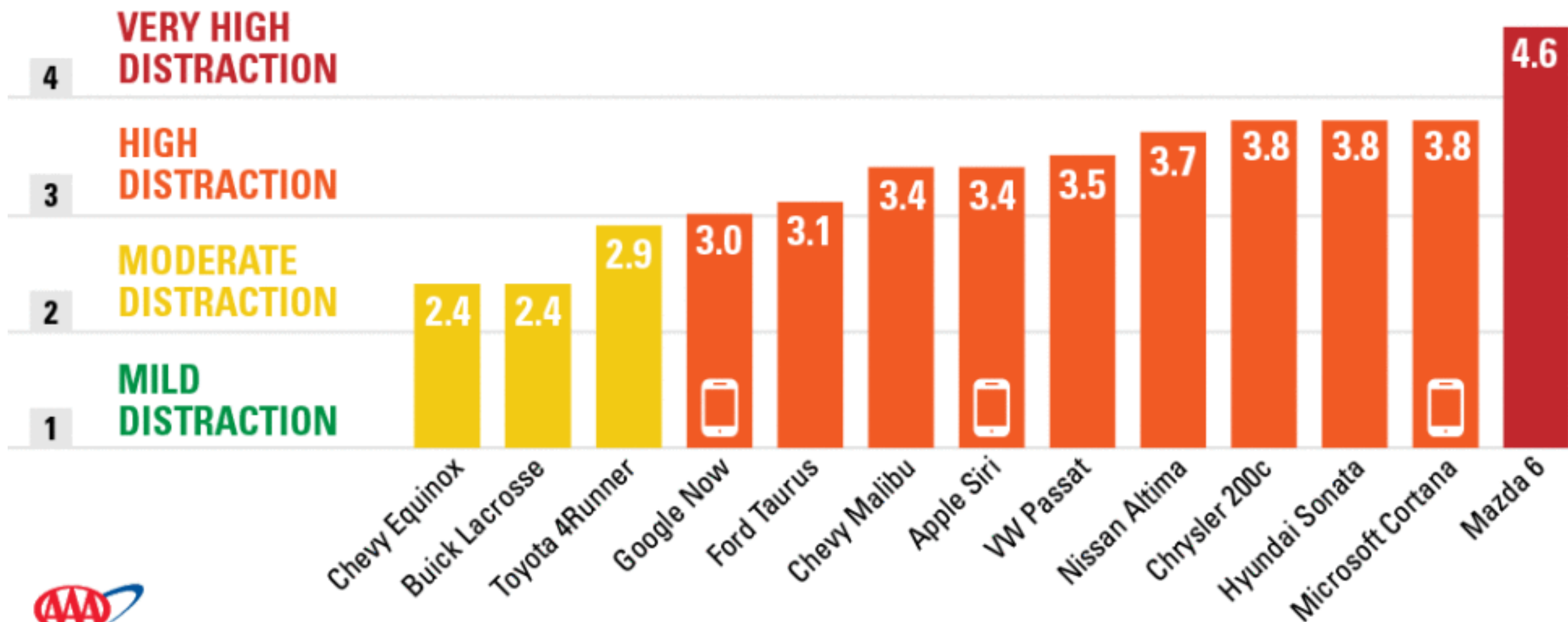
Of accidents in the U.S.
attributed to distracted driving
(AAA)







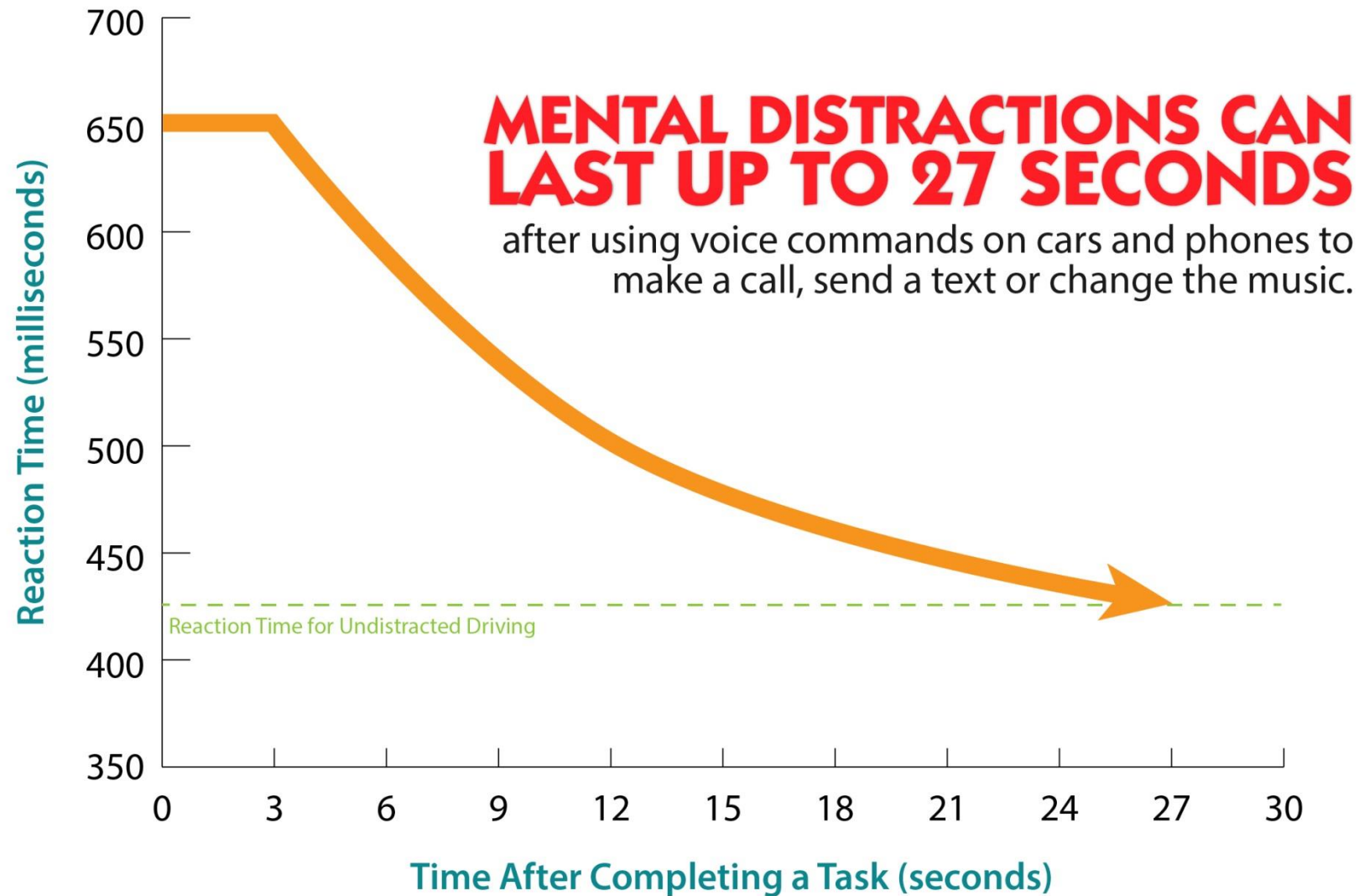
MENTAL DISTRACTION RANKINGS OF VOICE-ACTIVATED SYSTEMS*



Source: AAA Foundation for Traffic Safety

*Mental distraction rankings when using voice-commands to make calls or change music while driving. Includes 2015 model-year vehicles.

LASTING EFFECTS OF MENTAL DISTRACTION



Source: AAA Foundation for Traffic Safety

MENTAL DISTRACTION RATING SYSTEM

Even with your eyes on the road and your hands on the wheel, mental distractions dangerously affect drivers behind the wheel.

 **Mild Danger**

Example: Listening to the radio or an audio book

 **Moderate Danger**

Example: Talking on a hand-held phone or a hands-free phone

 **High Danger**

Example: Using voice-activated texting or email feature



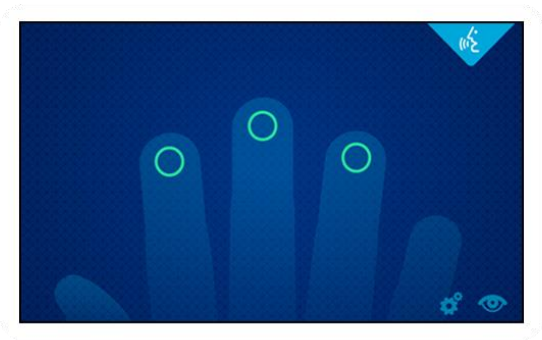
AAA.com/distraction

SLING

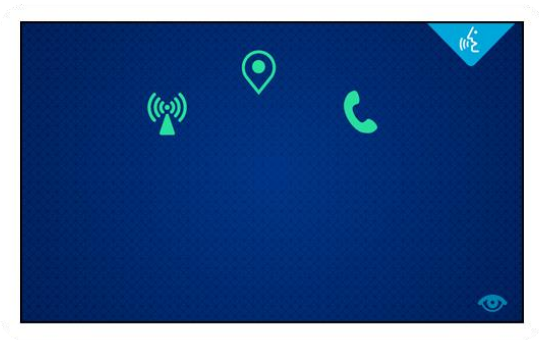
Sightless touch for drivers



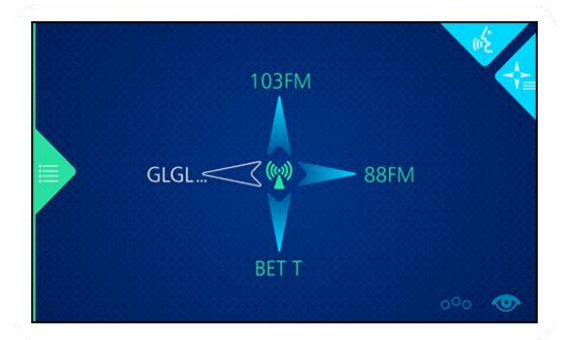
SLING



SAFER



FASTER



BETTER

Sling's patented touch technology transforms the way drivers interact with their IVI system, making the HMI experience safer, faster, and better.

METHODOLOGY

Automaticity through **simple** repetition



Automaticity is the ability to do things **without occupying the mind** with the low-level details required, allowing it to become an automatic response pattern or habit.



TECHNOLOG Y

Ergonomic Motion Detection



STEP ONE

TAP TO
MAP



STEP
TWO

SELECT



STEP
THREE

SLIDE



STEERING WHEEL VERSION



- Sightless operation
- Intuitive nature
- Hands on the wheel



COMPARISON

Slings competitive advantage lies in its decreased distraction rate

DISTRACTION

TECHNOLOGY



SLING TECHNOLOGY



TRADITIONAL TOUCH



VOICE COMMANDS



VISUAL



COGNITIVE



MANUAL

	VISUAL	COGNITIVE	MANUAL
SLING TECHNOLOGY			○
TRADITIONAL TOUCH	○		○
VOICE COMMANDS	○	○	



SLING

Thank you!
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