



safescape[®]

Digitally enhancing driver awareness and safety

The Problem Statement

There are still too many accidents, injuries and deaths on UK roads each year!

2017 UK Road Accident Statistics*

Type	Total Annual	Total Per Day	Car	Motorbike	Cyclist	Pedestrian
Road Fatalities	1,793	4.91	787	349	101	470
Serious Accidents	24,831	68	100,082	18,042	18,321	23,805
All Accidents	238,926	654				

* "Reported Road Casualties Great Britain: Annual Report 2017" - Department of Transport
<https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2017>

Questions

14:41

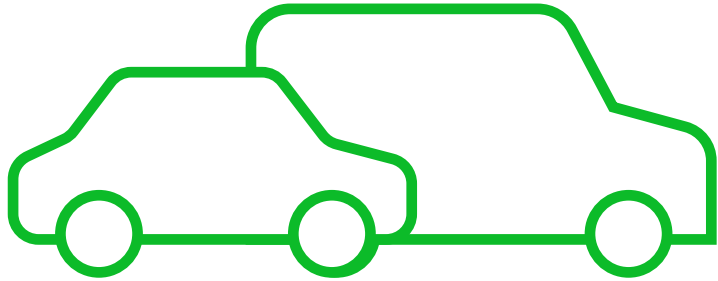


Q: Can technology play a “critical” part in reducing accidents, injuries and deaths on UK roads?

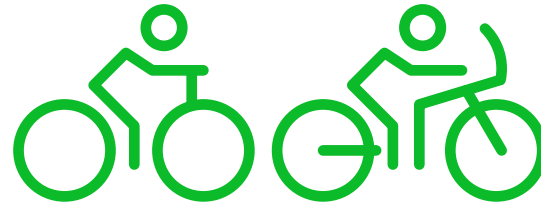
Q: Can technology be a safety partner?

Q: Can technology help raise the awareness levels of drivers, cyclists, vehicles and pedestrians as they approach high-risk accident locations?

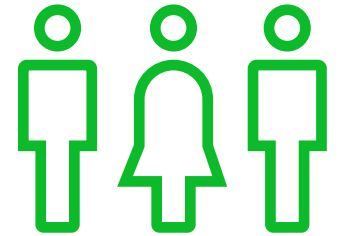
Imagine if a...



Driver or Vehicle



Rider



Pedestrian

knew they were approaching a location with a higher accident-risk,

they could **raise** their awareness levels and be **prepared** for the potential accident-risk ahead.

Safescape's Mission...

1

is to exploit **real-time data** and **machine learning technology** to

2

decrease road accidents, injuries and deaths by

3

increasing road-user (driver and vehicle) **awareness** of known accident-risk locations.

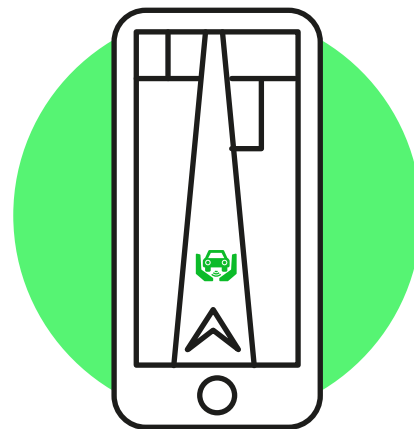
What is Safescape?

A **real-time** data and **machine learning** solution that **proactively alerts** drivers, motorcyclists, cyclists, pedestrians and vehicle/mobility devices to the potential risk of an accident at an approaching UK* road location.**

Safescape can be **integrated into** and **accessed** via any navigation device, app, infotainment or safety system.



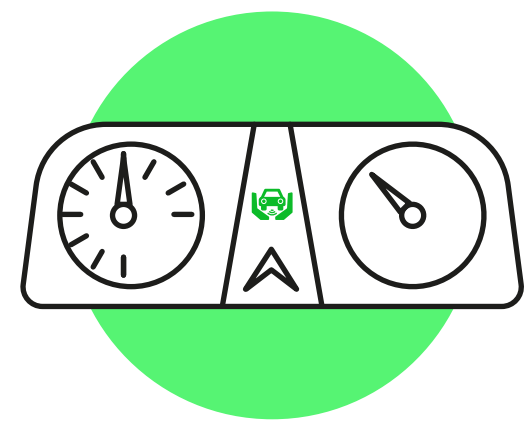
iOS or Android App



iOS or Android Navigation App



Standalone Sat Nav Systems



Manufacturer OEM Integrated Infotainment & Safety Systems

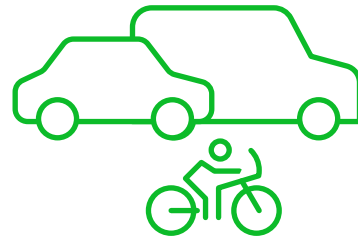
* Currently excludes N.I

** Based on 2009 – 2017 DfT STATS19 Data

How does Safescape work?

Manufacturer OEM Integrated
Infotainment & Safety Systems

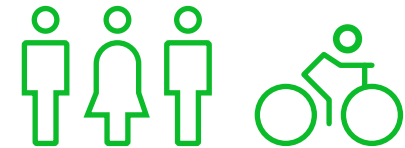
Drivers and
motorbike riders



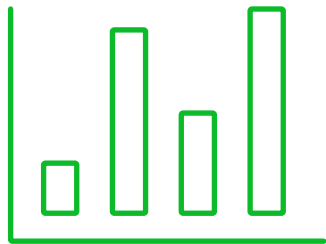
iOS or Android App



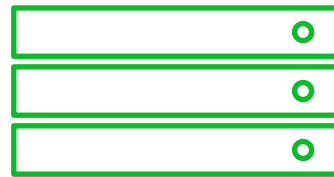
Pedestrians
and Cyclists



Standalone
Sat Nav Systems



DfT STATS19
Yearly Data
(9 years)



Safescape
Machine Learning
Model



Safescape
Data Service

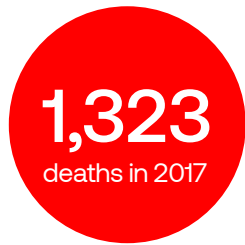


Severity alerts
Delivered via 3rd party
delivery platforms



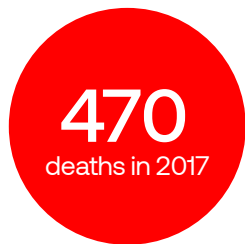
Benefits of Safescape to the road user

“Increased awareness and preparation” when approaching any known accident-risk location.



A driver, motorbike rider or cyclist...

will be alerted to - and thus prepared for - the higher “**accident-risk**” as they approach it.



Pedestrians...

could use the technology when navigating around towns and cities to be more aware of the danger and “**accident-risk**” of an approaching road, crossing or junction.



Vehicles or autonomous vehicles with connected driver aids...

can now use technology such as emergency braking, adaptive cruise control, seatbelt tensioning and other safety aids in conjunction with Safescape to prepare themselves when approaching an “**accident-risk**” location.

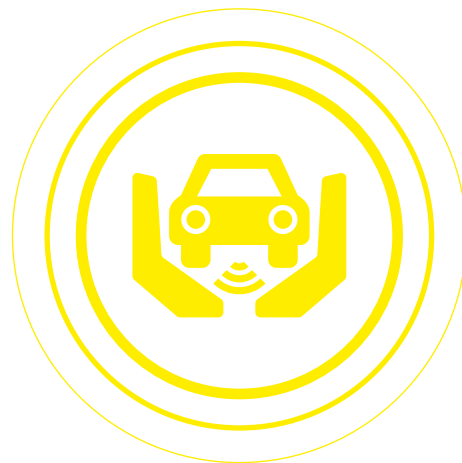
Safescape Prototype Concept

iOS and Android Apps built to demonstrate Safescape Data Service working in real-time.

Provides different severity level visual and audible warnings when approaching an accident-risk location:



Green
Low Risk



Yellow
Minor Risk



Amber
Severe Risk



Red
Fatal Risk

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