

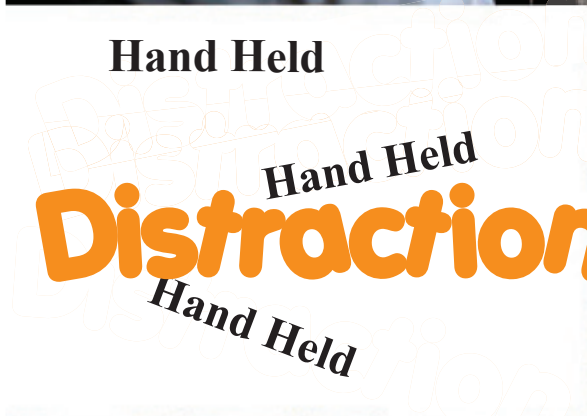
# This is the PROBLEM...



Eyes NOT on the road!!

Hands NOT on the wheel!!

Hand Held  
Distraction  
Distraction  
Distraction  
Hand Held



Hand Held

Hand Held

Distraction

Hand Held



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# Distracted Driving!

*The New, Emerging  
Solution Worldwide-  
Heads-Up Display  
Technologies*

*for the Automobile, and their accompanying  
hands-free interfaces...*

**NAVDY** HUD WITH VOICE RECOGNITION AND HAND GESTURING INTERFACES

**EXPLORIDE** HUD WITH HAND GESTURING INTERFACES

**APPLE CAR PLAY** HUD WITH CENTRAL DASH TOUCHSCREEN INTERFACES

**MICROSOFT CORTANA** T/B/A HUD WILL COMPETE WITH APPLE AND GOOGLE ANDROID INTERFACES

**BUT NONE OF THE ABOVE  
FEATURES A FAMILIAR **KEYPAD INTERFACE**  
THAT WILL KEEP HANDS  
GLUED TO THE WHEEL,  
COUPLED WITH AN HUD TO KEEP EYES GLUED TO THE ROAD...**

**EXCEPT FOR THE DRIVESAFEKEYPAD<sup>©</sup>**

## The DriveSafe<sup>®</sup> Keypad for Automotive HEADS-UP-DISPLAY

### PRODUCT DESCRIPTION-

Our product is a patented portable interface control keypad for connectivity with Heads-Up automotive displays.

### BACKGROUND-

Heads-Up-Display is information that is projected onto the inside of the vehicle's windshield.

### BENEFITS OF OUR DRIVESAFE<sup>®</sup> KEYPAD-

1. Cellphone keypad functions are projected onto the windshield, with constant connectivity as a remote interface to your existing phone or Heads-Up Display device using BlueTooth, UV or InfraRed signal technology.
2. **Driver will not need to hold any phone device.**
3. **Driver will not need to remove hands from wheel or 'gaze' away from road to operate a touchscreen on dashboard or center panel.**
4. Hands stay on the wheel. *The functions of the phone screen are projected onto the inside of the windshield.*
5. Portable (mobile to mobile) after-market/OEM application.
6. Familiar, accurate soft-touch keypad.



### MARKETPLACE & COMPETITION-

1. APPLE ANALYST Trip Chowdhry,<sup>1</sup> announces APPLE soon to release Heads-Up Display for automotive application with hand-gesturing operation, that will be relied upon as their major innovation offering to the automotive market which APPLE hopes will restore its worldwide market dominance.
2. NAVDY- a new Heads Up Display device has no history, (uses both voice recognition and hand gesturing for its technology) however it is 2<sup>2</sup> yrs late in promised product release due to technical issues. Has had three successful rounds of early investor funding, currently at \$20,000,000.<sup>3</sup> Pre-sold over 17,000 units at a suggested price of \$499 each.
3. EXPLORIDE<sup>4</sup> (Aug 2015), has announced a new device offering very similar technology as NAVDY. Crowdfunding has successfully enabled them to raise in excess of \$400,000, with their first delivery projected to be in 12-18 months.
4. AUTOMOTIVE INDUSTRY is currently increasing the assortment of HUD\* features that are coming as OEM, factory installed. Aside from the fact that this is already rapidly showing signs of becoming a multi-billion dollar category, a 2013<sup>6</sup> report from IHS Automotive forecast the number of Web-connected cars would top 152 million by 2020.
5. MICROSOFT C.O.O. Samuel Shen<sup>5</sup> (9/15/15) announced plans to move its digital concierge, Cortana, into the 'driver's seat' by developing a Heads Up Display that would project onto the windshield of a vehicle. This would be part of Microsoft's larger "Windows in the Car" strategy, which is seen as a competitor to Apple's CarPlay technology and Google's Android Auto platform.

### COMPETING TECHNOLOGY-

1. J.D. POWER, gave poor reviews for 'hand-gesturing'<sup>9</sup> while driving;
  - A. Distractive and inaccurate.
2. Hands have to come **off** the wheel.
2. NAVDY, product delivery is **delayed** due to technical issues- attempting to perfect their technology of **hand-gesturing**<sup>7</sup> and **voice recognition**-
  - A. Voice recognition **in automotive applications** is not always recognized to be accurate, especially in highly specific communications, and can be highly distractive<sup>8</sup>.
  - B. Such devices cause driver frustration and may cause the return to use of hands-helds.
3. APPLE, MICROSOFT, AND AUTOMOTIVE MANUFACTURERS WORLDWIDE-
  - A. Are missing the DriveSafe Keypad<sup>®</sup> technology which would be **their** link to the AUTOMOTIVE HUD\* CONNECTIVITY WORLDWIDE.
  - B. Venture Capitalist Marc Weiser, CEO, RPMVC (specializing in **car-connectivity** tech start-up funding)- has stated that "today's demand is for features in automobiles that are enjoyed on smart phones and other mobile devices". Our DriveSafe<sup>®</sup> Keypad **will meet** this demand.
  - C. Current keypad technology, such as ours, is **already** embraced with the use of the cell phone.

### OUR OBJECTIVES-

1. To bring **awareness** of our patented technology to ALL of the above manufacturers, as well as other opportunities, and to **eliminate the usage** of DISTRACTIVE HANDS-HELD DEVICES that are brought into the vehicle.
2. To partner with a Manufacturer, and/or license our patent with key investors that will lead to a Sales and Distribution relationship.

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[www.drivesafekeypad.com](http://www.drivesafekeypad.com)

Footnotes/references:

- 1 Google 'the report- Apple "very likely" working on heads-up display for car windcreens
- 2 Navdy -'updates@navdy.com to request delay letter as of 7/21/15 and updates
- 3 Google 'Navdy funding
- 4 Google 'Exploride.com and Exploride funding
- 5 Google 'Products report-Microsoft Cortana Learns to Drive [u.k.pcmag.com/productivity.../report.microsofts-cortana](http://u.k.pcmag.com/productivity.../report.microsofts-cortana)
- 6 Google 'IHS Automotive 2013 Report
- 7 Google 'Cars.com article 2/8/15
- 8 Google 'MIT Report 8/5/14
- 9 Google 'WIRED.COM 4/28/15