



DriveAssist™

Personal Assistant to Manage Mobile Phone Communications While Driving

Distracted driving caused by the use of mobile phones in vehicles is a worldwide problem. Although more than 50 countries have restrictions on mobile phone use while driving, laws alone have been found to be ineffective. DriveAssist's unique client-server hybrid architecture provides a solution that automatically detects the beginning and end of driving and uses the power of the wireless network to intelligently manage mobile use.

Introducing DriveAssist

DriveAssist automatically manages a subscriber's mobile phone based on their activity, location, and time. It provides full mediation of voice, text, and data with a NEBS compliant, highly network-efficient hosted solution for wireless operators.

The National Safety Council recently announced a strategic alliance with Aegis Mobility to introduce DriveAssist to 20,000 NSC member organizations, representing more than eight million employees. Nationwide Insurance has also partnered with Aegis Mobility to promote DriveAssist to its policyholders and provide discounts to subscribers.

Context-Based Awareness

DriveAssist is built on Aegis' Context-Based Services (CBS) platform. The platform extends the existing capabilities of location-based infrastructure to add subscriber contextual intelligence which will create new revenue opportunities.

The service is built on a unique patent pending client-server architecture. The client software runs in the background of a user's mobile phone. It detects the "driving" context state using GPS and other sensors along with algorithms based on displacement of the mobile phone, not just speed, to determine driving. Once the user stops driving, the phone returns to the "stationary" context state. Changes in state as detected by the client are delivered to the Aegis Control Server. Enhanced with subscriber context, the wireless network is now able to mediate communications based on a subscriber's activity, location, and time prior to delivery to the mobile device.

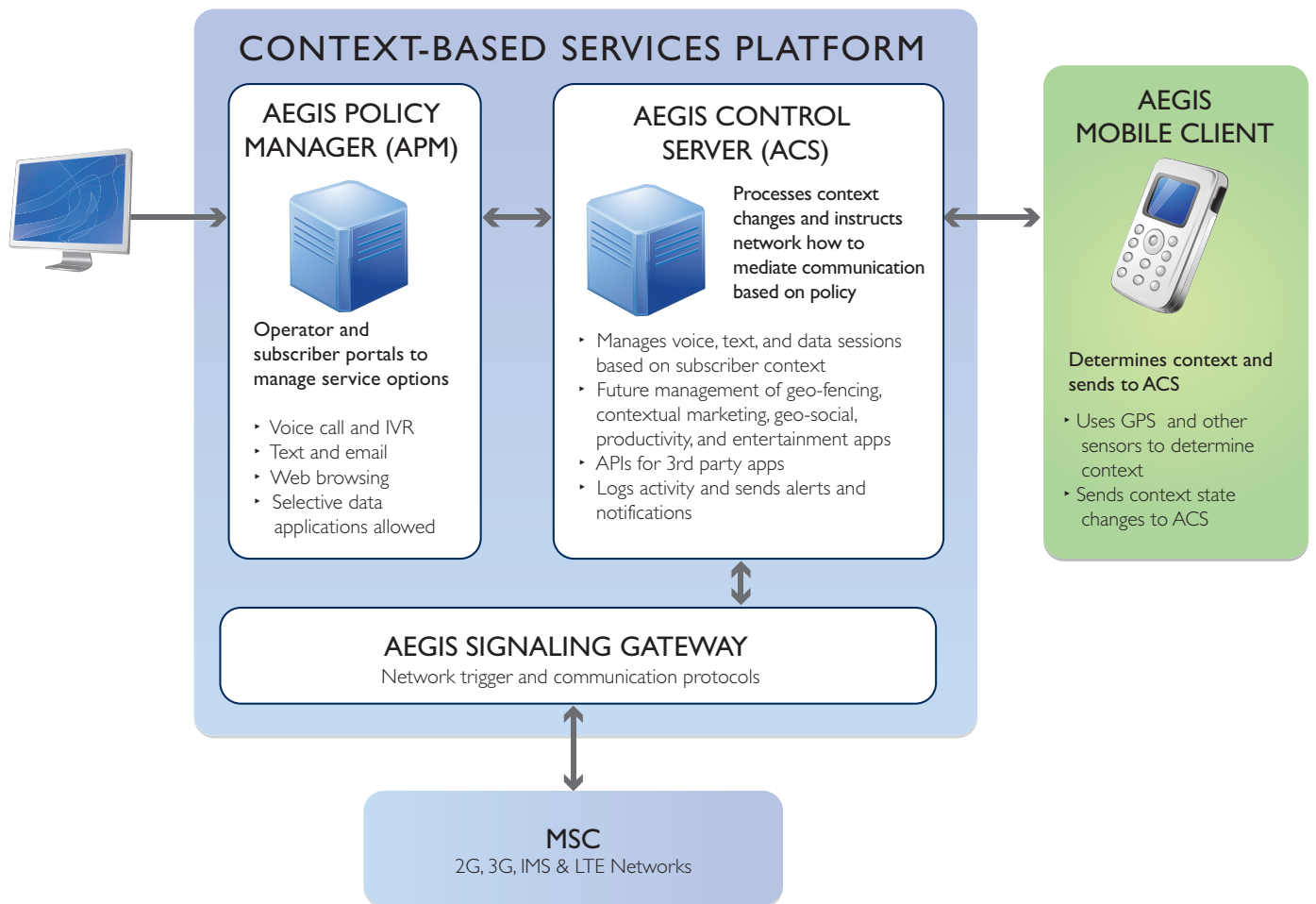
Subscriber Benefits

DriveAssist enables enterprise users to effectively enforce mobile phone use policies, reduce the associated liability and costs of employee motor vehicle accidents and enhance both employee and community safety. For consumers, it provides parents with a proactive approach to responsible driving habits for teenagers.

- » Automatic detection, no manual intervention required
- » Promotes responsible mobile phone usage
- » Inbound calls are mediated via an IVR providing the caller with options to leave a voice mail, request a callback, or priority alert
- » Incoming texts delivered when driving stops
- » Inbound callers and texters are notified that the subscriber is driving
- » Intelligent data mediation — navigation allowed, IM and email disallowed
- » Emergency calls always allowed, both outbound and inbound callback
- » Passenger override and authorized list options
- » Automatically reports policy violations and overrides to parent or Corporate Manager

Product Features

- » Automatically determines context and intelligently manages mobile phone usage
- » Activation options based on time-of-day, day-of-week
- » Use of multiple sensors minimizes GPS queries to conserve battery life
- » Customizable handset screens and alerts
- » Business rules engine: Operator and subscriber-customizable features and product functionality
- » Detailed text or web-based reporting of overrides, violations, and usage
- » Handset client authentication
- » OTA deployable and configurable
- » Context-informed session management: Voice, data and SMS/MMS
- » Standard network interfaces: CAMEL, IS-826, DIAMETER, SMPP
- » Standard communication protocols: SIP, SMS, HTTP



Hybrid Architecture

The hybrid architecture includes a handset client to determine driving and a hosted service platform to manage voice, text and data usage. The Context-Based Services platform consists of a Policy Manager that manages the preferences and policies for each subscriber and a Control Server that communicates the context state of the mobile device to the wireless network for mediation. The handset client detects driving based on proprietary algorithms and supports GPS-enabled devices running on BREW, Symbian, and WinMo with BlackBerry, Android and others coming soon.

- » NEBS compliant
- » Fully redundant architecture
- » Sun Solaris platform
- » Oracle database
- » 2G/3G/IMS implementations

Wireless Operator Benefits

- » New revenue opportunity – increased ARPU
- » Promote responsible use of mobile phones
- » Key application features tied to key attributes of the wireless network (voice, text, data). Impossible for off-network competitors to match feature capabilities.
- » Voice, text, and data controlled by operator, not off-network app
- » Uses existing standard interfaces to the wireless network
- » Increases network efficiency by handling calls in the network prior to delivery to the handset
- » Context awareness in client – signaling and data traffic minimized
- » Send context changes only – eliminate redundant messages
- » Does not require constant GPS or location database queries
- » Reliability, availability, and scalability integrated into core architecture eliminating redundant equipment
- » EmergencyContext call support for E911/E212 calls to PSAP and PSAP callback to disconnected E911/E212 caller
- » Flexible and low-cost implementation
- » Hosted system eliminates CAPEX
- » Future integration of parental controls
- » Platform to drive current and future social networking, mobile advertising and other revenue-generating bearing applications



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About Aegis Mobility

Aegis develops innovative context-based wireless applications that enable people to manage their mobile communications based on activity, location, and time, putting people in control of their lives while enhancing their mobile experience and ensuring their personal privacy.

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