



DriveAssist™

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 provides a unique and highly configurable solution to the problem of distracted driving. It provides full mediation of text, data and voice based on business policy rules and subscriber preferences. Network integration is virtually transparent to the operator and is accomplished through key strategic vendor partnerships for SMS/MMS and data-policy management.

A network approach to distracted driving reaches a greater number of subscribers, offers a richer feature set and performs more reliably than a handset-only solution. Aegis Mobility's patent-pending technology reduces network overhead and provides for network and signaling efficiencies while protecting subscriber privacy.

Context-Based Awareness

DriveAssist is built on Aegis' Context-Based Services platform, which extends existing capabilities of the location-based infrastructure to include subscriber *contextual intelligence*. Subscriber context is a function of personal preference combined with activity, location and time. A context-based service uses context to dynamically modify a subscriber's media session policies to personalize the handling of text, data and voice.

For the DriveAssist service, the client software detects the *driving* context using GPS and other sensors. Once the user stops driving, the phone returns to the *stationary* context. Subscriber context combined with policy management permits operators to:

- » Allow third-party developers to create new services
- » Hide underlying network signaling and function from developers
- » Protect subscriber privacy

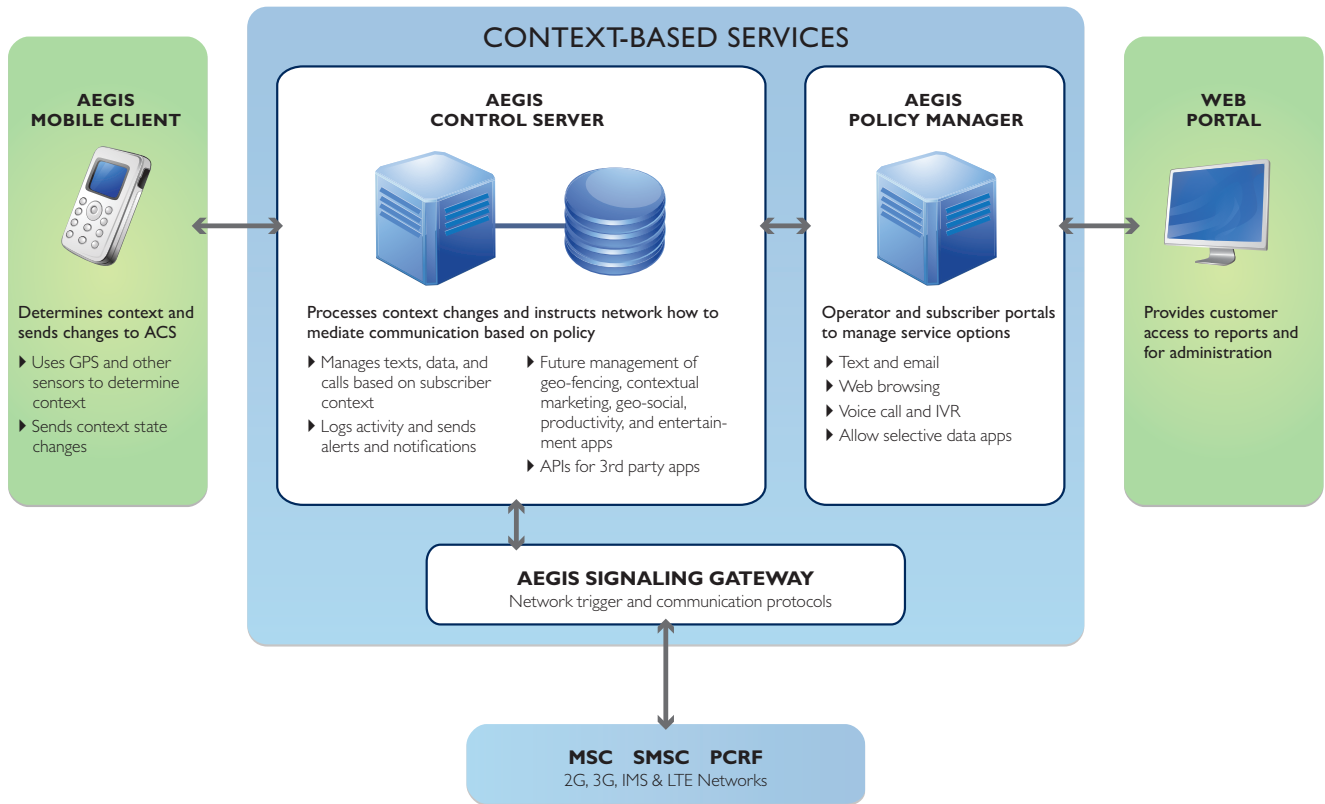
Subscriber Benefits

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

- » Reduces risk of crashes and liability due to distracted driving
- » Automatically activates and deactivates – no manual intervention
- » Promotes responsible mobile phone usage
- » Demonstrates corporate social responsibility and community safety
- » Supports corporate and parental driving policies

Product Features

- » Automatically determines context and intelligently manages usage based on subscriber policy
- » Incoming texts are delivered when driving stops
- » Callers and texters are notified that the subscriber is driving
- » Intelligent data mediation: navigation allowed, IM/email disallowed
- » Inbound calls are mediated by an IVR system with the option to leave a voice mail, request callback or request a priority alert
- » Emergency calls always allowed – outbound and inbound callback
- » Passenger override, authorized list and hands-free options; time-of-day, day-of-week activation options
- » Customizable handset screens and alerts
- » Business rules engine: operator- and subscriber-customizable features and product functionality via web administration portal
- » Text or web-based reporting of overrides and violations
- » Handset client authentication
- » OTA deployable and configurable
- » Context-informed session management: SMS/MMS, data, and voice
- » Standard network interfaces: CAMEL, IS-826, DIAMETER, SMPP
- » Standard communication protocols: SIP, SMS, HTTP



Wireless Operator Benefits

- » Integrates with key strategic vendor solutions to modify and dynamically enforce session policy
- » Based on a broad, scalable service engine
- » Thin client rapidly deployable to existing and future handset base
- » Application features tied to key attributes of the wireless network, making it impossible for off-network competitors to match feature capabilities
- » Text, data and voice controlled by operator; not an off-network application
- » Uses existing standard interfaces to the wireless network
- » Increases network efficiency by handling traffic in the network prior to delivery to the handset
- » Client sends context changes only, minimizing signaling, data traffic
- » Does not require constant GPS or location database queries
- » Reliability, availability and scalability integrated into core architecture, eliminating redundant equipment
- » EmergencyContext call support for emergency calls to PSAP and PSAP callback to disconnected emergency caller
- » Hosted system eliminates CAPEX
- » Easy integration with parental controls and limits
- » Platform to drive current and future social networking, mobile advertising and other revenue-generating applications

Service Architecture

The hybrid architecture includes a handset thin client to determine context and a hosted cloud service to manage text, data and voice 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 Android, BlackBerry, BREW, Symbian and WinMo, with iDEN and iPhone coming soon.

- » NEBS compliant
- » Fully redundant architecture
- » Built on Linux
- » Oracle database
- » 2G/3G/IMS implementations
- » Continuous Computing Trillium protocol stack software

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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