



Advancing Work Efficiency and Road Safety with Technology and Digitalization





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Co-founder, CTO of SafeTruck

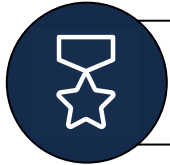
PhD in Artificial Intelligence @ Monash University
Bachelor of Computer Science & Data Science @ University of Washington Seattle
Ex-Software Engineering @ Google
Ex-AI Data Engineering @ Grab



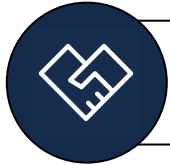
MONASH
University



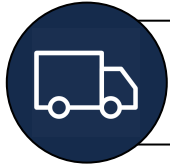
Key Takeaways



Advancing Operation Efficiency with Digitalization



Empowering Road Safety with Technology

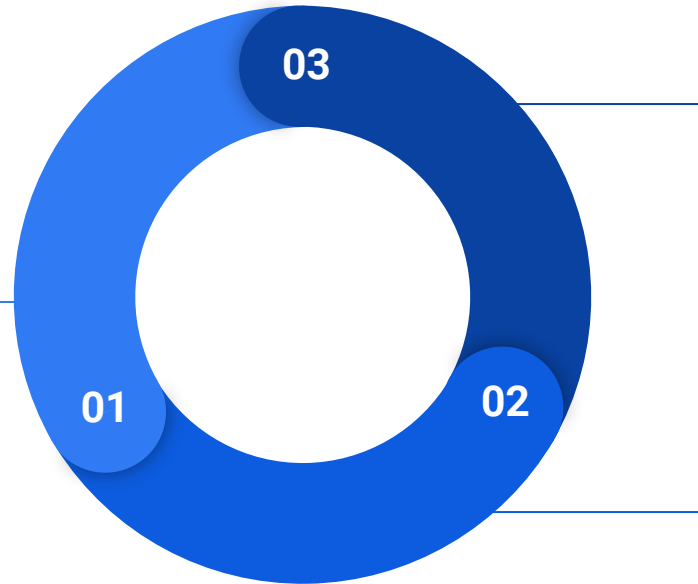


Achieving Cost Savings and Overcoming Labor Shortages

Technology in the Transportation Domain

Work Efficiency

Advancing Operational Efficiency with Digitalization.



Cost Savings

Achieving Cost Savings and Overcoming Labor Shortages.

Safety

Empowering Road Safety with Advanced Technology.



**Manual
processes**

Inefficiencies

Data Errors





Achieving global standards of road safety by leveraging on AI and IOT Technology

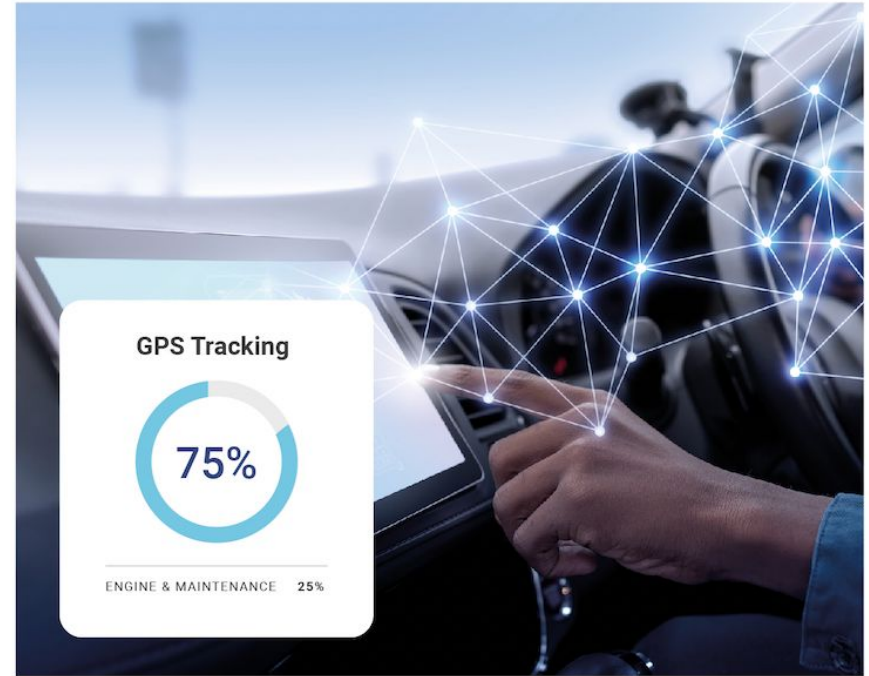


MORE THAN TELEMATICS

Real-Time Visibility

SafeTruck combines data and tooling to take the headaches out of running a trucking business. Get real-time visibility into the location, utilization, and health of your vehicles, equipment, and assets. Replace with our product. For example:

-
- 
Fleet Management
>
 - 
GPS Tracking
>
 - 
Engine & Maintenance
>
 - 
Transportation Management System (TMS)
>



Digital Tools and Technologies

Data aggregation via IoT sensors and Big Data offer visibility.



Real-time Fleet Operational Visibility

Connecting legacy IoT sensors to the cloud, making data available in real-time for you to make impactful and data-informed decisions.



Remote Immobilizer



Cargo Door Sensor



RFID Sensor



OBD2 / CAN Bus Reader & Control



Vehicle Camera



SOS Button



Rotational Sensor



Battery Voltage Sensor



Driver Fatigue Camera



ADAS



Bluetooth Sensor



Power Take Off



Passenger Counting



Driver Behavior



Geo-Fencing

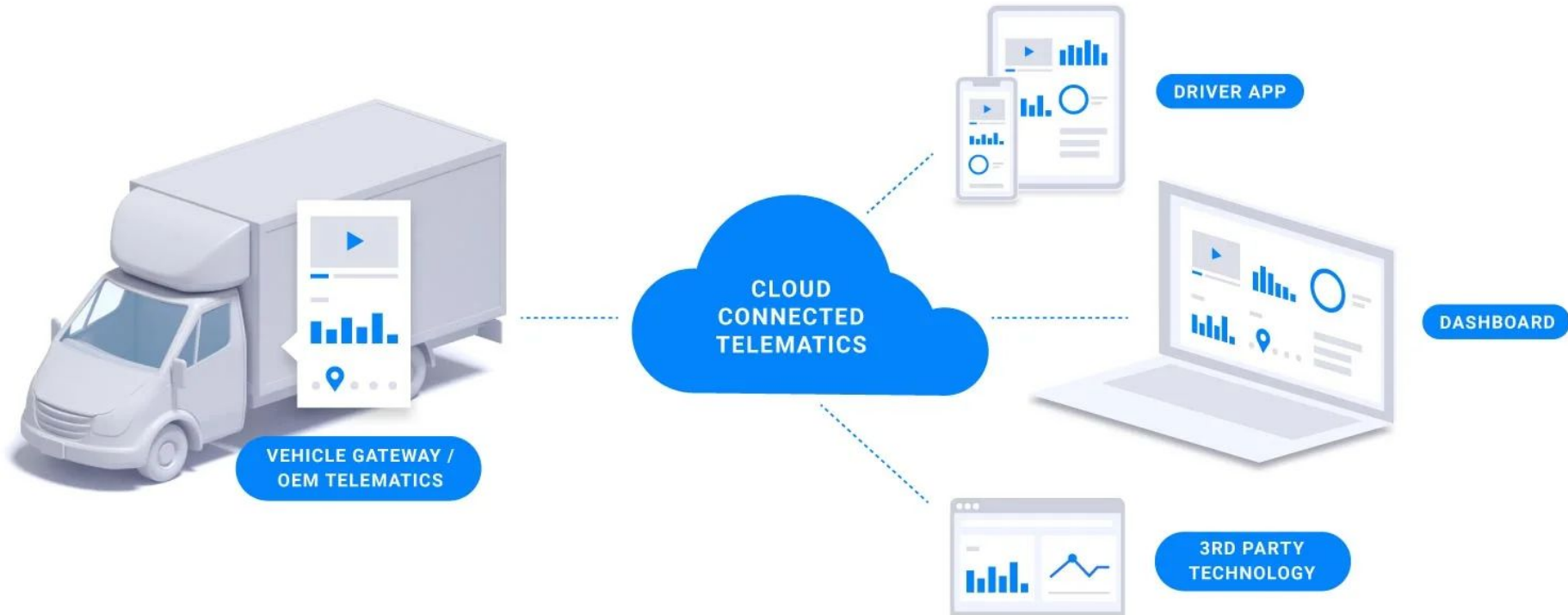


Tyre Pressure Sensor

SafeTruck Open Fleet Data Ecosystem



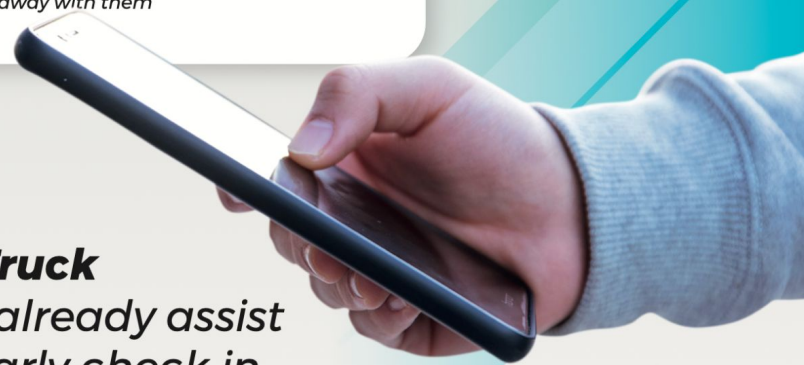
By managing your fleet on fleet management platform everyone from the field to the back office operates on the single-source-of-truth.



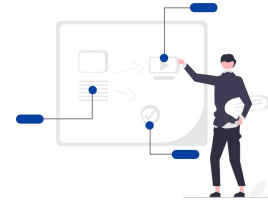
Case Study: Successful Digital Transformation

"Before we moved to Safe Truck telematics integrated solutions, we were using the old version of the GPS tracking system. It has caused us lots of problems. One of them was when we realised that our vehicles were missing from their designated parking spot. Equipped with SafeTruck's GPS vehicle tracking and fuel monitoring system, it was immediately notified by its ignition alerts that these vehicles had started to move out from the parking space without authorisation. We used Track Vision's immobilisation feature to remotely control the vehicle lock for the vehicles. Using this feature, it was able to cut off the fuel supply to the vehicles. As a result of the vehicle lock, the thieves were unable to restart the vehicles and drive away with them"

*"About **20% of SafeTruck customers**, who we already assist with fuel theft, regularly check in on their **fuel monitoring system** several times per month."*



Implementing Digital Solutions



Step 1

Step 2

Step 3

Step 4

**Assess
business
needs**

**Select
appropriate
technologies**

**Staff
training**

**System
Integration**

Implementing Digital Solutions



Regulatory Compliance

Mitigating Risk

SafeTruck achieves BSI ISO/IEC 27001:2022 accreditation.
The internationally recognised standard for information security.



Empowering Road Safety with Technology

SAFETY BACKED BY TECHNOLOGY

AI-powered Safety & Compliance

Prevent accidents and protect drivers with the most accurate, fastest AI dash cam.



Driver Compliance



SafeVision AI Camera



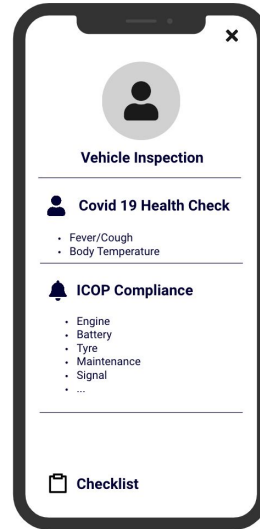
Video Safety



Easy 3 Steps QR Driver Onboarding



**Scan QR &
Check-In Vehicle**



**Complete
APAD-ICOP
Safety Checklist**



Start your Journey

SafeVision: AI Video Safety Telematics



Driver Safety Monitoring

Integrate systems that monitor driver behavior for signs of fatigue, drowsiness, distracted driving and provide warnings to prevent accidents caused by driver exhaustion.



Real-Time Alert

Provide real-time alerts or warnings to ensure the driver stays attentive and takes breaks when needed.



ADAS & Blind Spot Monitoring (AI Safety)

Seamlessly integrates with other ADAS features to provide comprehensive safety assistance, especially during lane change maneuvers where blind spots are most critical.



Live Tracking Dashboard & Historical Playback

The system promptly accesses live footage of accidents from locally stored storage once our provided devices establish an online connection. Furthermore, it downloads playback files from the device, acting as robust evidence support for critical events when needed.

The screenshot displays the Safe Vision Cloud Platform interface. At the top, there's a navigation bar with various icons and a search bar. Below the navigation bar, a map of Malaysia is shown with several locations marked. An 'Alarm Detail' pop-up window is visible on the right side of the map, showing details for a specific alarm event. Below the map, there are two video feeds: one showing a driver's face and another showing a road view. At the bottom, there's a table with columns for Time, Type, Plate No., Channel, File Location, Size(MB), and File. The table contains two rows of data.

Time	Type	Plate No.	Channel	File Location	Size(MB)	File
03-06-16-000248-000258	Physiological F	WCS1291	CH1	Storage Server	0.687	D:\Storage\RECORD\File\16270023
03-06-16-000311-000322	Close Eye Alar	CH12515	CH1	Storage Server	0.784	D:\Storage\RECORD\File\16270023

Prevent Incidents with Real-Time Alert

for world-class safety programs such as...



Mobile Usage

Remind drivers to put down their phone while driving.



Harsh Driving

Automatically detect harsh braking, acceleration, turning, and crashes.

Drowsy driving accidents
are most likely to occur
between midnight
and 6 a.m

37%

of drivers

admit to having fallen asleep
at the wheel in the past year

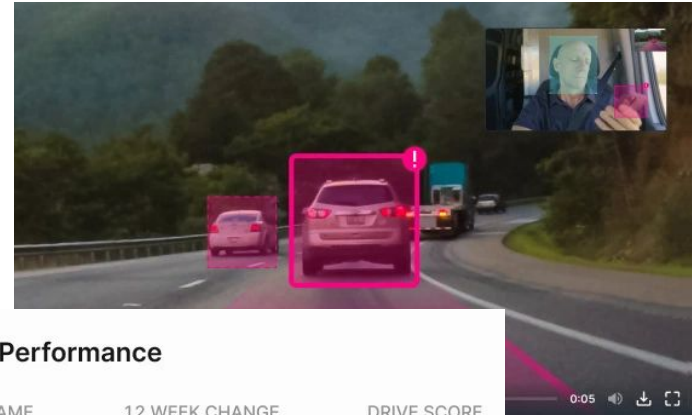
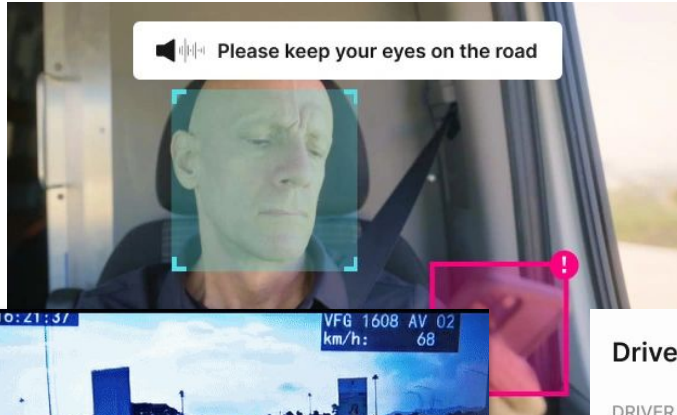


Prevent Drowsy Driving

 with SAFETRUCK
Driver Fatigue
Monitoring



Enhancing Driver Training with Technology & AI



Driver Performance

DRIVER NAME	12 WEEK CHANGE	DRIVE SCORE
Daniel Brown	83 79 ↑ 4	83
Isabella Baskin	47 45 ↓ 2	45

Case Study: Technology in Road Safety



**City Zone Express
Enhancing Safety
and Efficiency with
SafeTruck's SafeVision**





*SafeVision **helps in running their daily business** which helps to capture driver's attitude, prevent accidents, maintain road safety, check driver's static and monitor drivers behavior. It also helps in preventing collisions with advanced detection. Their drivers also **become safer after having SafeVision**. From the benefit of SafeVision, we also receive any alerts while our drivers are using mobile phones while driving, harsh driving, distracted driving or tailgating.*

*It has been very **helpful for SafeVision we can prevent accidents** before they happen with real-time alerts. Since, we are receiving satisfying services from this system, it also has made us come back more in various types of services in the way that we could **manage our safety efficiently***

– Mr Baldev City Zone Express Sdn Bhd

Economic Impact of Digitalization

Cost Savings

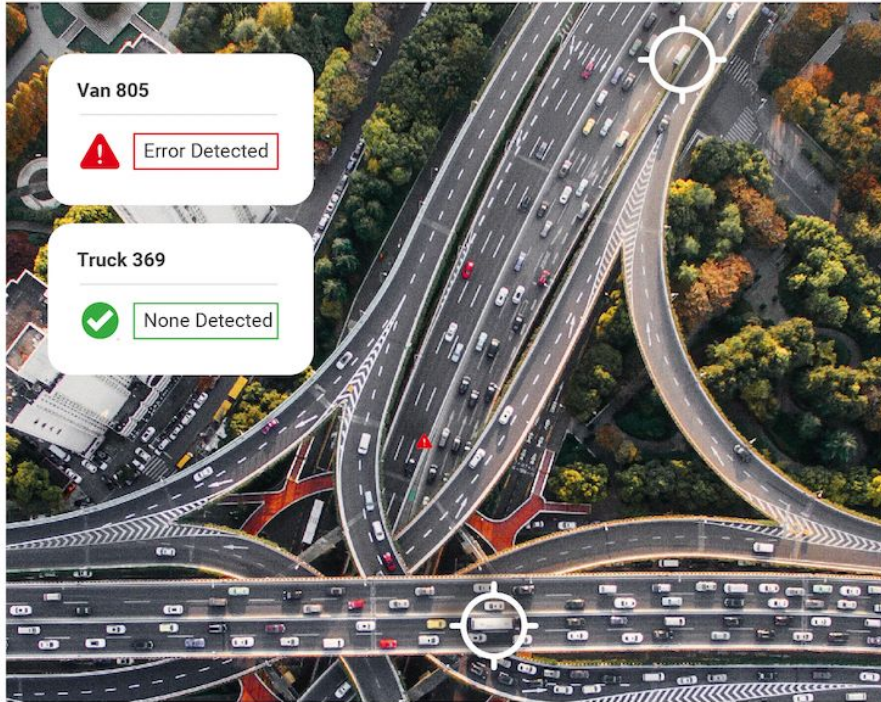
Reduced operational costs, lower fuel consumption, and minimized downtime.

Labour Shortages

Recruitment difficulties, upskilling existing employees, and improving working conditions with automation.

Revenue Growth

Enhanced service offerings, better customer satisfaction.



POWERING POSITIVE BUSINESS IMPACT

Fuel Savings & Sustainability

Save on fuel and reduce your environmental impact with AI-powered insights and fleet fuel management.



Fuel Monitoring >



Electric Vehicle Fleet Management System >



Environmental, Social and Governance >

Smart Fuel Savings AI Analytics



Identify cost and emissions savings

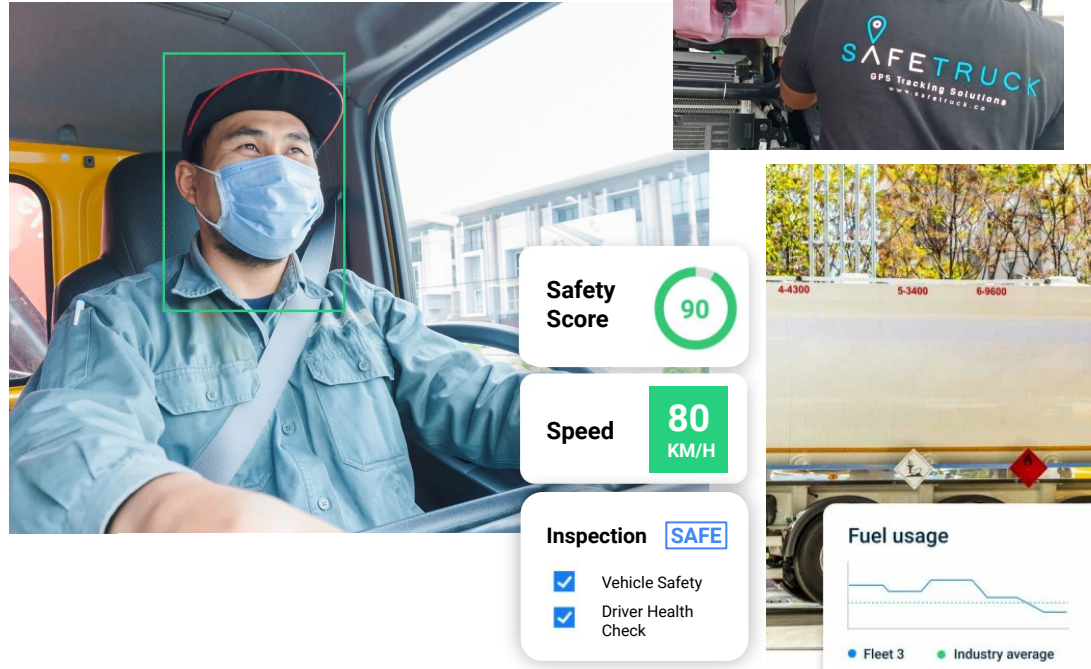
Gain insights into potential cost and emissions savings to drive initiatives and improve sustainability.

Monitor fleet fuel economy

Compare your fleet fuel economy over time to a benchmark of similar fleets in the SafeTruck ecosystem.

Quantify the impact of idling

Pinpoint how much idling is impacting your costs and emissions, and use this information to identify areas for improvement.



Safety Score



Speed

80
KM/H

Inspection

SAFE

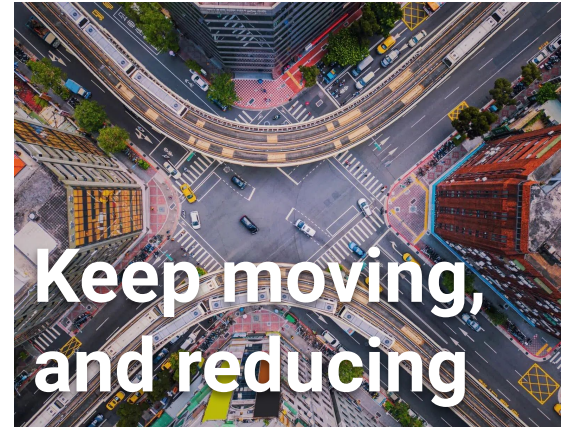
- Vehicle Safety
- Driver Health Check

Fuel usage



● Fleet 3 ● Industry average

ESG Reporting



Green Fleet Dashboard & Fuel Decarbonization

Green Fleet Dashboard provides fleet managers with an easy tool to monitor their efforts in reducing fuel cost and emissions, evaluate environmental performance over time, and identify opportunities for improvement.

The Green Fleet Dashboard delivers data on:

- Fuel usage
- EV Cost Economy
- Operational costs
- Driver behavior
- Idling
- Estimated CO2 Emissions



Human Resource Development

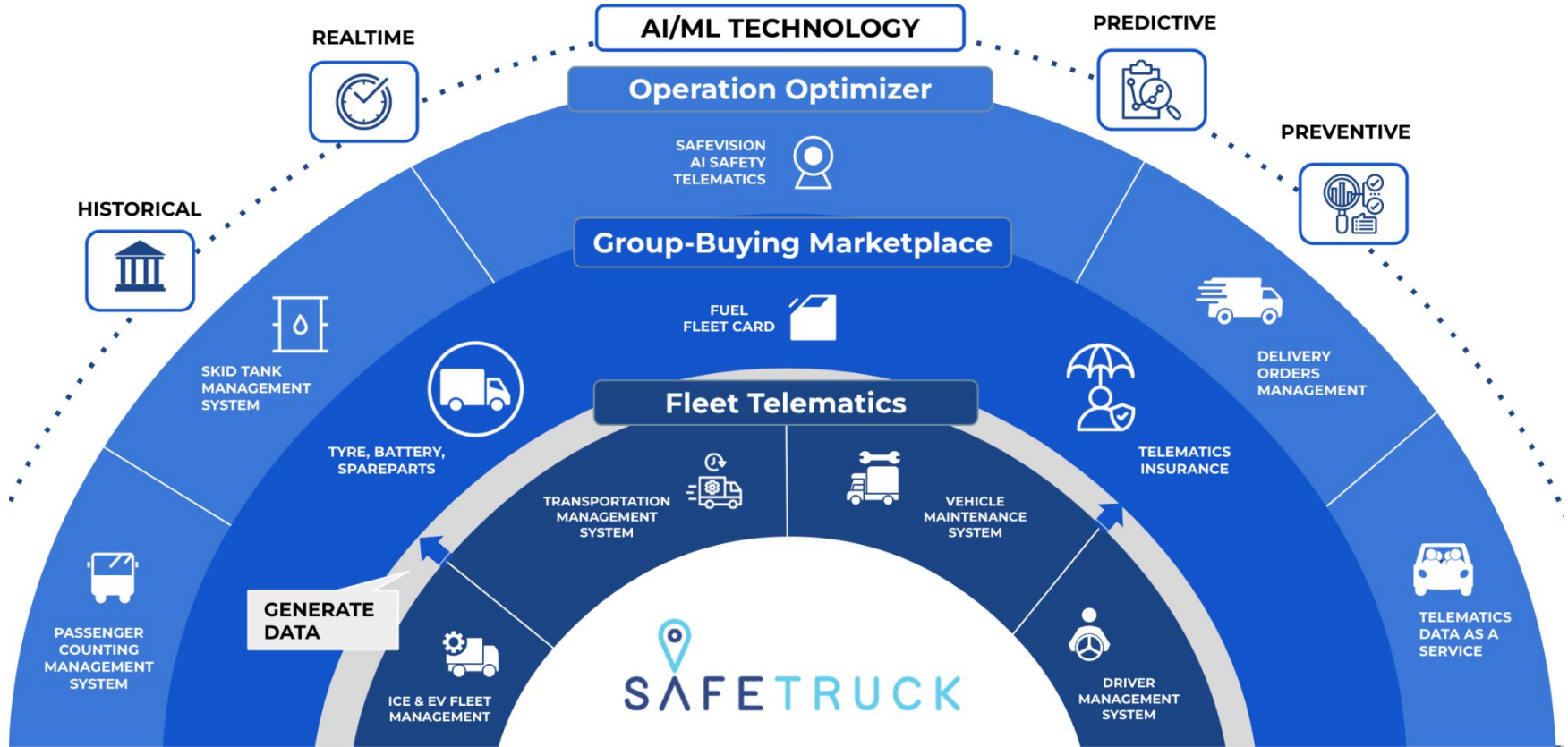
Safety Training Programme

Data Driven
Driver Incentives

Employee
Engagement



Real-time IoT telematics & AI monitoring with Fleet Open Data Ecosystem.



Ecosystem Partners





End-to-end Fleet Management System

Support 1000+ types
of GPS trackers in the global market.

Easy API Integration
with open fleet data ecosystem.





Join us to drive
Safety & Efficiency!



contactus@safetruck.co
<https://www.safetruck.co/>

