

Move Over Slow Drivers®

“Safer Highways for All”

Mission Statement

It is the mission of **Move Over Slow Drivers (MOSD®)** to provide automotive drivers with patented technology that enables them to capture possible life threatening events, as they happen, record and IMMEDIATELY forward them to a Clearinghouse in REAL-TIME. After ascertaining dangerous situations, the event will quickly be forwarded to appropriate law enforcement authorities.

For the first time in history, the drivers on the road will be able to capture real-time violations and submit immediate evidence to law enforcement.

Executive Summary

MOSD is a mobile phone app that identifies, monitors and reports dangerous drivers and / or situations on the highway.

Drivers often witness moving violations while in transit. The ability to capture these and refer them to law enforcement and, eventually, insurance companies and attorneys could be game-changing for enforcement and damages caused. These include:

- Drunk driving
- Capturing accidents caused by a driver committing multiple infractions of the law
- Drivers racing each other in and out of traffic
- Consistently dangerous moves by a driver for a multitude of reasons
- Road rage where one driver is threatening danger to another driver
- School bus infractions
- Motorcycles dangerously weaving in and out of traffic
- Tailgating drivers
- Slow drivers in the fast lane
- Failure to move over for a stopped police or emergency vehicle
- Texting while driving
- Running of red lights, etc.
- Shooter situations

The **MOSD** app can also recognize the existence of poor highway visibility conditions due to fog, rain, snow, etc., road blockages, accidents and closures, which may cause dangerous situations for approaching vehicles.

MOSD would act as a law enforcement tool for all drivers. Effectively, **MOSD** would improve drivers' operational behavior on a daily basis by capturing life-threatening events, arrest or ticket them; therefore, lessening frustration, road rage, accidents and road deaths.

The management of **MOSD** has created and patented an effective invention to identify and record potentially dangerous driving situations that alerts law enforcement in real-time so they can dispatch, arrest, ticket and ideally prevent a bad event about to happen.

If the event is not an emergency, warnings or summons could be issued to the owner of the vehicle, similar to red light violations. The warning will have the location, date and time on it. If the driver of the vehicle is not the owner, the owner will know who was driving their vehicle.

Once a significant number of everyday drivers implement **MOSD** technology, dangerous highway situations will be greatly reduced.

Lives will be saved, crashes will be reduced, and our highways would become more efficient.

Note: **MOSD** may operate in conjunction with autonomous vehicles without any conflict.

Success Factors

MOSD is uniquely qualified to succeed due to the following reasons:

- ✓ When we describe the invention, drivers smile and ask, *"How do I get it?"* They understand **MOSD** immediately and the benefits, which they would receive from installing the **MOSD** technology.
- ✓ Most drivers have experienced dangerous driving behavior on the highways. They always wonder, *"Where are the Police when you need them?"* Now with **MOSD**, the user can record and report in real-time such dangerous actions.
- ✓ Drivers can easily download **MOSD**'s technology to their Smart Phones for operation in their cars. (Over 180 million U.S. drivers own smart phones.)
- ✓ The invention can be purchased and installed by OEM's (Original Equipment Manufacturers).
- ✓ The invention can also be purchased and installed as a Retrofit system at auto repair shops, tire shops, etc.
- ✓ **MOSD** can be sold to operators of navigational systems, vehicle monitoring products, wireless phone carriers etc.

- ✓ **MOSD** has been awarded four U.S. patents (9,601,011, 9,761,134, 9,836,965 and 10,217,354 B1)
- ✓ U.S. Trademarks have been received for both **Move Over Slow Drivers** and **MOSD**.

MOSD Technology

- A. **Vehicle Processing (VP) System** operating in vehicles will be installed at the time of manufacturing by OEM's or by Retrofit in auto repair shops, car dealerships, etc.
- B. **Smart Phone Processing (SPP) System** operating via smart phone technology and the **MOSD App**. The smart phone is held in a dashboard holder and operates by voice command.

How MOSD Works

1. A "**MOSD User**" downloads the **MOSD App** onto their smart phone.
2. The cell phone is placed in a car vent holder.
3. When users see a dangerous situation on the highway, they activate the **MOSD App** by voice command.
4. The **MOSD App** records the dangerous situation, the license plate of the offending car, the date, the speed and the GPS coordinates without the knowledge of the dangerous driver and immediately forwards the data to a Clearinghouse for real-time dispatch.
5. After review by the Clearinghouse, if warranted, the recorded video is immediately sent to law enforcement or a related agency. (State Highway Patrol, Traffic Enforcement Office in the appropriate district, etc.)
6. The Law Enforcement Agency will make the decision if immediate action is needed or if the violating driver will be issued a warning or ticket.
7. The Clearinghouse will forward appropriate information to licensed third parties on a periodical basis. (Insurance Companies, Attorneys, etc.)

MOSD Revenue Sources

Here is a list of the potential parties that could license and pay fees to **MOSD**:

- (1) Venture Capital, Insurance or Software Companies that are in this space may license the technology in a variety of ways.

- a. Royalty per User
 - b. Events that are captured and forwarded to Traffic Courts
 - c. Tickets or arrests that are issued by Law Enforcement
 - d. Damages from recorded activities would be important data for Insurance Companies and Attorneys
 - e. A “right-to-use fee” for annual licensing
- (2) OEM’s will pay licensing fees when they want to install **MOSD** in new vehicles.
- (3) When new vehicle dealerships, auto repair shops, tire shops, etc. retrofit cars with **MOSD** technology, they will pay licensing fees.
- (4) Navigation Companies (GM’s OnStar, Hum, Garmin, Safety Vision), Cell Phone Companies (Verizon, Sprite, T Mobile), Providers of Cell Phones (Apple, Android) are potential entities to pay **MOSD** licensing fees.
- (5) A relationship with MADD would greatly benefit MOSD. This would gain exposure for both MADD and **MOSD**.
- (6) Website viewers can be exposed to advertisers on the **MOSD** website.
- a. Attorneys, Insurance Companies, Car Manufacturers, Auto Repair Shops, Auto Supply Companies, etc. Advertising revenue will be generated through these ads.
 - b. Cooperative groups or organizations can benefit from MOSD exposure, such as MADD, Highway Patrol Supporters, Fallen Officer Organizations, etc. These organizations are also possible sponsors for **MOSD**.

Move Over Slow Drivers, Inc. also owns the web domain “mosd.com”.