

MOVE OVER



The End of Road Rage!

Executive Summary

Move Over Slow Drivers® (MOSD®) is an automotive invention that identifies, monitors and reports slow drivers when they block fast highway lanes. Slow driving in the fast lane is one of the largest causes of highway accidents and road deaths.

The invention will reduce traffic congestion and lessen the need for faster drivers to impulsively switch from the fast left lane over to slower right lane and back again to the fast lane, which can cause accidents. Effectively, MOSD will improve drivers' operational behavior on a daily basis, especially slow drivers blocking up fast or middle lanes.

Laws on Slow Drivers ... Blocking Fast Lanes

Every state has laws, requiring slow drivers to move over to the right and not impede faster vehicle traffic. Despite the laws, many slow drivers refuse to move over and then problems begin.

In reaction to being blocked by slow drivers, faster drivers often resort to "tailgating" or impulsive "in and out" lane switching to get pass the slow drivers. Unfortunately, these ill-advised remedies can result in road rage, accidents, injuries or deaths.

Goal of MOSD

It is the mission and goal of MOSD to provide all drivers with the opportunity to do more than just complain, yell, tailgate, or express road rage, regarding the problem of slow drivers blocking fast lanes.

It is the purpose of MOSD to provide the needed technology and systems to solve the above stated problem in new and existing vehicles.

The management of MOSD believes that we have created and patented an effective invention to identify and monitor potential violating drivers and to educate the slow drivers themselves.

Once MOSD technology records a slow driver being passed on its right side, the data will be available to Law Enforcement, Traffic Courts, Highway and Transportation Authorities, Police Departments, Insurance Companies, etc.

The third parties will use the information, as follows: Law Enforcement / Traffic Courts may issue warnings or tickets. Naturally, each will have their own parameters. Insurance Companies may use the information to reduce or increase their rates, Highway and Transportation Authorities may pass new traffic laws, etc.

Similar to red light and toll violations, the warnings or tickets will be issued to the owner of the vehicle. Since the warning or ticket will have the location, date and time on it, the owner will know who was driving the vehicle.

Once a significant number of everyday drivers implement MOSD technology, the problem of slow drivers blocking faster lanes will be greatly reduced.

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

Success Factors

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

- ✓ When we describe the invention, drivers smile and say, *"It's about time! How do I do it?"* They immediately know what benefits they will receive from installing Move Over Slow Drivers in their vehicles.
- ✓ Almost all drivers have been subjected to the frustration of being behind a slow driver in a fast lane and wish for a way to eliminate the problem.
- ✓ All drivers will be able to download MOSD's technology to their Smart Phones for operation in their cars. (Over 180 million U.S. drivers own smart phones.)
- ✓ MOSD has been awarded three U.S. patents (9,601,011, 9,761,134 and 9,836,965) and the Company filed a CIP (15,948,998) on April 9, 2018.
- ✓ U.S. Trademarks have been granted for *Move Over Slow Drivers®* and *MOSD®*.
- ✓ In the future:

MOSD will be installed by OEM's (original equipment manufacturers).

MOSD will also be able to be purchased and installed as a Retrofit system to be sold and installed at auto repair shops, tire shops, sellers of navigational systems, vehicle monitoring products, etc.

MOSD Technology

To take positive action against slow blocking drivers, drivers will have either:

- A. **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.
- B. **Vehicle Processing (VP) System** operating in vehicles will be installed at the time of manufacturing by OEM's (Original Equipment Manufacturers) or by Retrofit in auto repair shops, car dealerships, etc.

How MOSD Works

1. A "Reporting Move Over Slow Driver" downloads the MOSD App into their smart phone.
2. The cell phone is placed in a car vent holder to capture slow blocking drivers in fast highway lanes.
3. When a MOSD reporting driver is behind a slow blocking vehicle in a fast highway lane, they activate the App by voice command.
4. The App records the license plate of the slow car, the date, the speed, the GPS coordinates, the passing of the slow driver (without the knowledge of the slow driver) and forwards the data to a Clearinghouse.
5. A Clearinghouse reviews the video to see if there has been a violation.
6. If the Clearinghouse thinks there is a violation, the data will be automatically forwarded to Law Enforcement.
7. Law Enforcement will then decide how to proceed.

NOTE: There are never any setup costs to the authorities.

MOSD Revenue Sources

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

- (1) Traffic Courts will pay MOSD fees if they issue tickets to the violating drivers.

- (2) As an option, MOSD Drivers will pay minimal monthly membership fees to receive reports on their own MOSD reporting, etc. They will also receive local and national reports on the results of slow drivers when they block fast lanes. (No names will ever be given.)
- (3) OEM's (Original Equipment Manufacturers) will pay licensing fees when they want to install MOSD in new vehicles.
- (4) When new vehicle dealerships, auto repair shops, tire shops, etc. retrofit cars with MOSD technology, they will pay licensing fees.
- (5) Navigation Companies (GM's OnStar, Waze, Hum, Garmin, Safety Vision), Cell Phone Companies (Verizon, Sprite, T Mobile), Providers of Cell Phones (Apple, Android) are all potential entities to pay MOSD licensing fees.

Future of MOSD

In the future the MOSD App can be used to film drunk drivers, school bus violations, and many other infractions.

Management Team

Michaela C. Burke - Partner and Co-Inventor with her deceased husband, Bert V. Burke, Ph.D. Together they hold 17 patents, including the Gift Card (both the Open and Retail Cards). Their patents include Bank of America's "Keep the Change", Wells Fargo "Way2Save", and multiple other consumer and merchant programs. Formerly, Michaela was an owner operator of a chain of retail stores, a teacher and TV personality.

AJ Levato – VP of Development and Sales.

Scott Foley – Manager of Technology and Marketing.

Mark Terry is MOSD's patent counsel with offices located in Miami, Florida.

Michael Cronin is MOSD's corporate attorney and a partner with Johnson Pope in Clearwater, Florida.