

AI for Good

Global Summit



Room W



Workshop

*Future Networked Car
symposium 2025*

09:00 - 15:00 CEST

11 July 2025





Case study:

How AI can support human drivers,
...and become their friend!

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San Francisco, CA, USA.

About commercial driving

Heavy and light-duty trucks, and busses

Commercial driving is one of the most dangerous professions

- On-the-job fatality rate: **3x–5x vs. average** (EU and US)
- In absolute fatalities: **#1 job in US, #2 job in EU,**
also add serious injuries!

Sources: US BLS 2023, Eurostat 2024

And, also, one of the most lethal...

- For each truck/bus fatality: **10x or more “opponent” fatalities**
- Road accidents: **#1 external cause of death in EU**
with 40% accidents work-related

CREDIT: MINNESOTA DEPARTMENT OF SAFETY



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Major contributing factors are diverse!



Distracted driving



Fatigue and drowsiness

30% professional drivers fell asleep while driving at least once in 12mo!



Speeding



Driver error

traffic signal, right of way, lane departure



Roadway conditions

weather, surface, signage



Long tail of other things

What we can do

Case study: What we did

As a Vision Zero company, we created a product:

- **Addressed all risk factors holistically** –> high effectiveness
- **Ensured industry adoption** –> 250,000+ units deployed

Holistic, real-time edge AI



What it took to create our AI models

Massive amounts of ethically sourced AI training data

- **About 25B driving miles** of fully analyzed HD video and telemetry. Equivalent of 2M cars driving for 1 year!
- **Collected with consent**, processed with full de-identification and anonymization.

and 300+ patents

What drives our product adoption



Fleets:

- Effectiveness: less accidents
- ROI: it pays off



Drivers:

- Trusted coach, 100% of time
- Positive recognition
- Significant skill improvement



Sep 01 2021 (Wed) 03:42:54 PM CD

59MPH (Limit: 70MPH)



+0.75G

BKWD|LEFT



-0.75G

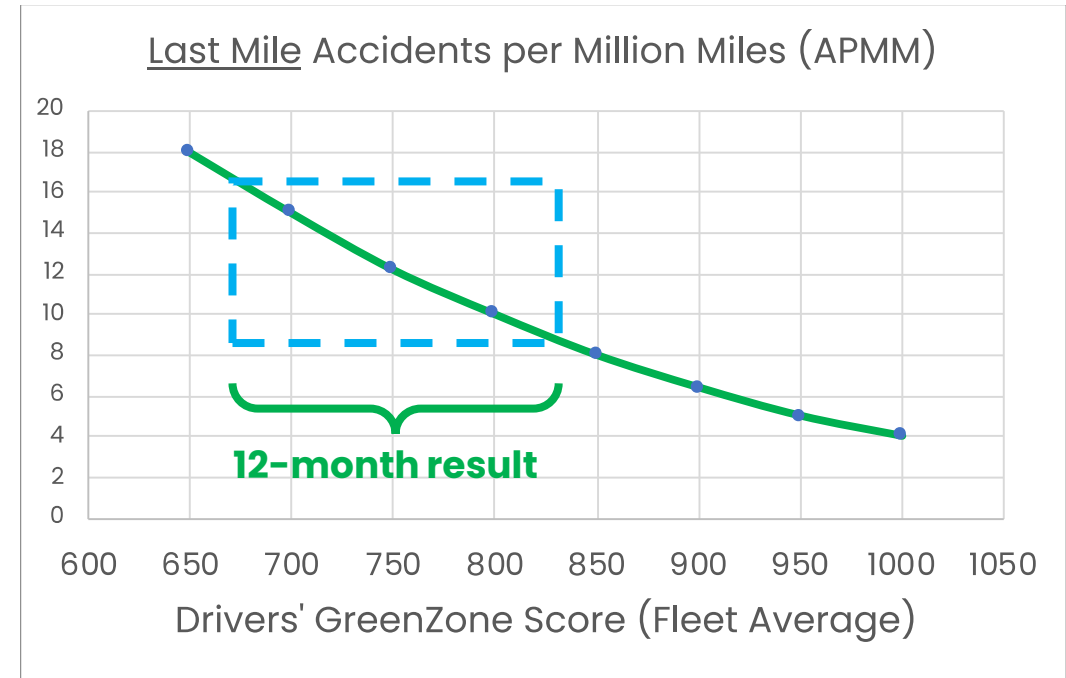
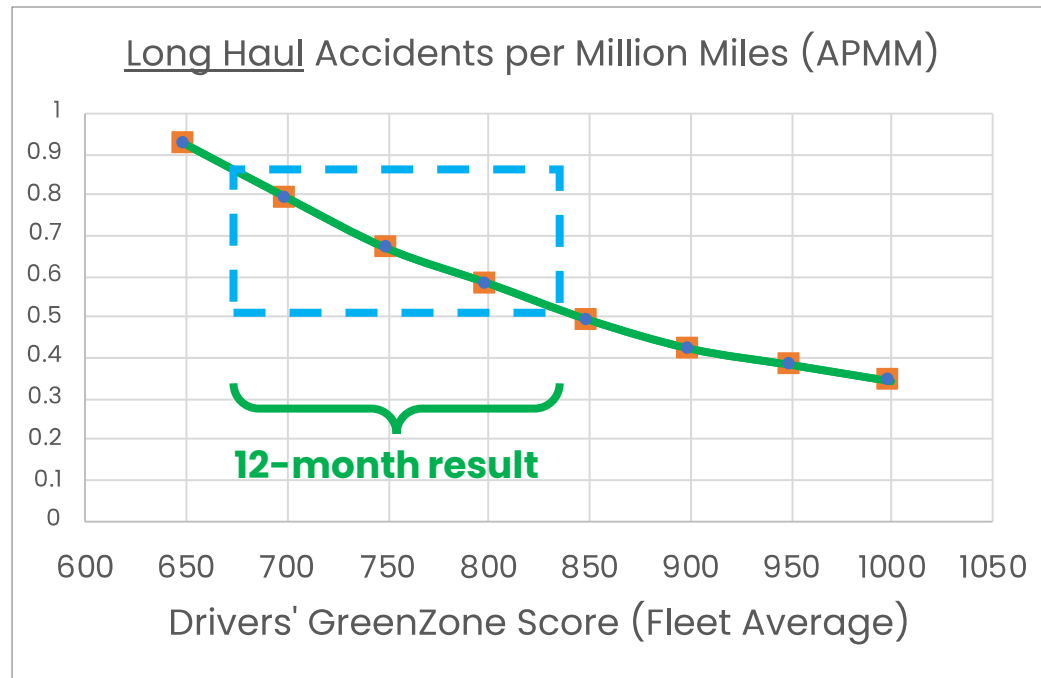
FWD|RIGHT

Results



Results: 50% less accidents after 12mo

Consistent KPI data from thousands of fleets using Netradyne in US, UK, EU, India



We probably saved ~280 lives



...and prevented ~11,600 injuries



Partnering with OEMs, we
can achieve much more

