

myScore[®] Driver Safety Solution

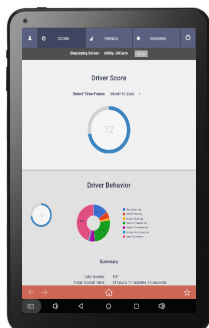
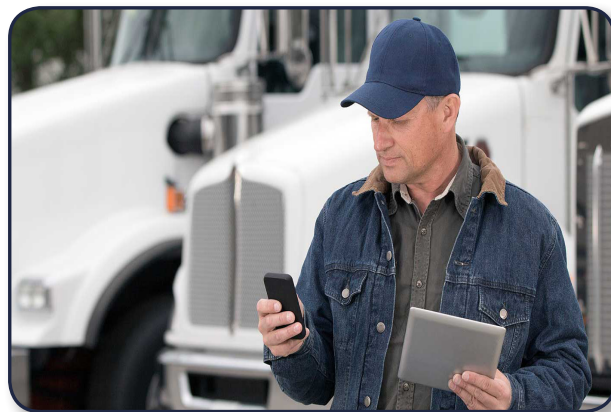
Access to accurate driving metrics from anywhere means that you always know whether your organization's performance standards are being met, and if they're not, you'll have the data you need to analyze further right at your fingertips.

The myScore fleet Driver Safety Solution includes three components, designed to encourage both communication and competition within your team:

1. myScore Mobile

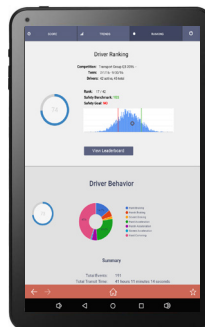
myScore Mobile is an online, mobile-optimized web portal for drivers and managers to login and view their fleet driver safety scores across a variety of critical performance categories, including:

- **Fleet driver behavior** – precise measurements on acceleration, braking and cornering
- **Speeding** – compared against posted speeds and how much over limits
- **Idling** – accumulated "engine on" time to pinpoint wasteful (and environmentally harmful) habits



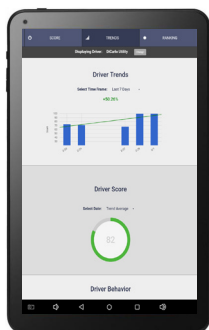
SCORE Tab

The SCORE tab of the app delivers a visual display (dashboard) of important fleet driver safety metrics. It allows you to view details of driver behavior events, such as the date and time of occurrence, mapped location and the severity of the incident.



RANKINGS Tab

The RANKING section is the "gamification" element of the app, encouraging competition between your drivers for safety performance. The interface will reveal who's on top and who needs work, and gives managers an easy way to reward drivers who are pushing the rest of the team to safety excellence.



TRENDS Tab

The TRENDS tab reveals patterns in both individual and teams fleet driver behavior – making it clear when there has been improvement or decline vs. set standards across a certain period of time. Performance standards and timeframes are completely configurable, depending on what you need to see.



*Web-based driver performance evaluation,
gamification and coaching – always
accessible, accurate and fully automated*

*(Back side of sheet: fleet-wide benefits of using the myScore driver safety solution,
and how to use it to leverage drivers' natural urge to compete)*

myScore® Driver Safety Solution

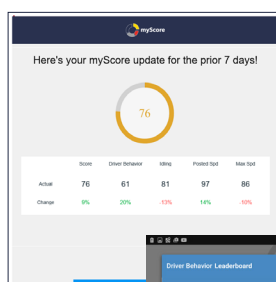
What are the benefits of using myScore Mobile?

FOR DRIVERS:

- Instant visibility into fleet driver safety scores and performance metrics, from anywhere
- Awareness of violation of company safety benchmarks and policies, if applicable
- Opportunity to work on improving problem areas before a review is necessary

FOR SUPERVISORS/MANAGERS:

- Review and coach drivers using a clear graphical interface
- Provide performance assessment tool for HR/coaching aid for safety supervisors
- Pinpoint specific necessary needs for improvement
- Set benchmarks for company safety standards

The image shows a screenshot of the myScore app interface displaying a "Driver Behavior Leaderboard". The table lists drivers and their scores across various categories.

DRIVER	RANK	SCORE	Category Scores
			dr. sat. speed. idling
Richard Robert	1	94	90 97 93
Dale Oberhausen	2	93	88 96 93
Rex LeBlond	3	90	90 92 88
Jackie D'Gregory	4	87	90 84 87
Mario DiCarlo	5	86	81 97 88
Floyd Pickers	6	85	86 86 81
Kate Yorke	7	85	83 81 93
Trevar Burns	8	82	75 92 82
Craig Rodgers	9	81	84 75 80
Joe Tuftons	10	77	76 80 75
Patrick O'Leary	11	73	76 69 71
Daniel Dufrayne	12	65	68 70 56
James Spindington	13	54	40 72 62

2. myScore Campaigns

The Campaigns component provides organizations with a means to automate the communication of myScore performance metrics to individual drivers, managers or the entire organization via email. Email campaigns feature dashboard-style graphics and quick links directly to the myScore site for direct access to more data.

3. myScore Competitions

myScore Competitions raises the stakes for organizations that are serious about making fleet driver behavior a high priority, utilizing principles of "gamification" to tap into team members' natural drive to compete. The online interface makes it easy for drivers and teams to view their results vs. the results of others, and for managers and supervisors to acknowledge high achievers. These tools help foster an atmosphere of friendly competition, while encouraging the larger goal of raising overall organizational performance.



InSight Mobile Data develops innovative, flexible fleet management, fleet driver safety, asset tracking and mobility solutions that provide real-time visibility into the mobile work environment. Our solutions deliver the ability to capture, analyze and integrate business-critical data from ALL mobile resources – vehicles, equipment and mobile employees – through one fully configurable and user-friendly platform.