

**BENEFIT OF CHAPERONE
RISK MITIGATION
TECHNOLOGIES'**

INTRODUCTION

This research paper is written for the benefit of Chaperone Risk Mitigation Technologies' new app offering to the market: myChaperone 365. A new smartphone, smartwatch, iPad full-lifecycle app, that speaks to the safety, health, well being, PA-personal assistant and technology sectors. The app offers eight features, developed and combined to offer best-in-class solutions to a specific range of issues that challenge individuals, families, seniors, children, groups, organizations, institutions. The challenge is how to reduce risk and improve safety and peace of mind in our day-to-day lives; also, how to develop and implement useful tech-based solutions, systems and protocols to enhance personal safety and peace of mind that can function effectively across the board and when needed, to effectively act as a force multiplier in the safety and protection of its users.

TARGET SEGMENTS

1. ELDERLY

The elderly are targets for our app because they are relatively vulnerable and a safety device (even in a smartphone) empowers them to go about their days without worry or fear. The app is suitable because it has fall detection, panic alerts, and check-in functionality and can be easily paired with a loved ones companion app. The dual voice and text support means that even the least confident smartphone users can notify their connected family and friends through the app. Generally, an elderly person is suitable for our app if:

- They live alone; or
- They have a history of falls; or
- They are taking medication that makes them dizzy (or other side effects); or
- They're unsteady on their feet; or
- They worry or lack mobility confidence; or
- They have no-one nearby who can help in the event of an emergency

Interestingly, older people are more likely to live alone in the U.S. than elsewhere in the world. In the U.S., 27% of adults ages 60 and older live alone, compared with 16% of adults in the 130 countries and territories studied.

The worldwide market for medical devices is expected to rise by nearly half over just the next five years, expanding from \$6.5 billion today to \$9.6 billion by 2025. And it's little wonder why. The World Health Organization estimates that by 2050, 16 percent of the world's population will be 65 or older, which is double today's ratio of older adults (8 percent). 3million Americans already wear a medical alert device.

Our core competitive advantage over physical alerts (necklaces, bracelets and other jewelry devices) is our entry price point. Whereas some of those devices cost between \$50-\$90 per month, MyChaperone 365 will offer subscriptions for less than \$10/month per user. When combined with a rich set of features, we're an excellent proposition for the elderly segment who have less disposable income.

2. DATERS

In our busy, modern lives, online dating has taken over as the most common way of meeting a partner. But with more and more users turning to online dating, crime that is linked to online dating has also grown exponentially. Research shows 40 million Americans use dating apps to find a relationship, according to eHarmony and 39% of heterosexual American couples met through online dating in 2019, according to Stanford, up from 22% in 2009.

While many people find relationships through today's tech, it's not always a pleasant experience. In fact, online dating can be downright dangerous. Not everyone online is looking for love. Some people use the sites to look for victims. Research shows:

- 10% of sex offenders use dating sites
- 1 in 10 users on free dating apps are scammers
- Sexual assaults linked to online dating platforms have grown six-fold in the last five years [Source]

We want to give our users a way of staying safe on their dates, exiting bad dates and letting others know where they are at all times. Our features provide both alert and covert safety words and the mutual mapping feature means companions can set alerts if their friend leaves a predefined 'safe zone'.

3. UNIVERSITY STUDENTS

For many students, university is the first time they'll live alone or at least away from their parents. Therefore, we believe many parents and guardians would take comfort in an app that ensures the student's safety. Particularly one that they can visualise on a map and schedule regular check-ins.

We'll target this segment because across the nation, many college and university campuses see violent crimes and property theft or damage: in 2016 alone, campuses saw 3,608 reported violent crimes and 67,449 reported property crimes.

PRODUCT COMPARISON

The difficulty in comparing the feature set of My Chaperone against others is that My Chaperone has such a unique set of features that lend themselves to many different use cases but other apps generally solve one use case, or they are so industry specific that the hero features (listed below) of My Chaperone are simply features within the competitor industry app.

As an example, there are apps that are only designed to help the elderly prevent and respond to falls (i.e. fall detection apps or medical alert apps) and these will have features such as stretching exercises, emergency contact and alert, health monitoring and so on.

Personal safety is more important than ever and crime is the most direct factor affecting personal safety. Women constitute slightly more than half of violent crime victims but represent a minority of offenders. The U.N. estimated that one in three women will experience physical or sexual violence at some point in their lives. In the US, the statistics are worse. One out of every six American women will be the victim of rape or attempted rape at some point in her lifetime, according to RAINN, and someone is sexually assaulted in America every two minutes.

People working and walking alone simply don't feel safe — especially women — and there needs to be technology solutions that help ease those fears.

Therefore, we've taken the approach to compare the feature set of My Chaperone against both the collective industry apps and direct competitors.

FEATURES	MY CHAPERONE	DRIVER SAFETY APPS	DATING SAFETY APPS	MEDICAL ALERT AND FALL APPS	CHILD SAFETY APPS
<p>Check-In</p> <ul style="list-style-type: none"> - At designated times, the app will prompt the app user to confirm the receipt of a notification. This could be triggered by a parent or guardian or at regular intervals (for example, to check on lone workers). - Users can reply by text or voice and a logbook is completed. 	✓	✓	✓	✓	✓
<p>Gyroscopic Sensor</p> <ul style="list-style-type: none"> - If a device is dropped, check-in is immediately activated. 	✓	✓	✓	✓	✓
<p>Mutual Link Up</p> <ul style="list-style-type: none"> - This feature is similar to Find My Friends. Families and colleagues can share their locations in a live map view. - The mutual link-up displays complete location history, enables communication and check-ins. 	✓	✓	✓	✓	✓
<p>Emergency Alert</p> <ul style="list-style-type: none"> - When an emergency word is used or an alarm activated, the app immediately triggers guardian, emergency services or monitored security service alerts, switches on cameras and microphones and records activity and initiates a deterrent voice. 	✓	✓	✓	✓	✓

FEATURES	MY CHAPERONE	DRIVER SAFETY APPS	DATING SAFETY APPS	MEDICAL ALERT AND FALL APPS	CHILD SAFETY APPS
Real Time Viewing And Listening - When the recording function is activated, My Chaperone switches the camera and mic on to record what's happening.	✓	✓		✓	✓
Calendar Link - Link children's school an activity calendars or your own personal travel calendar to make sure everyone is where they are supposed to be at any time. Receive alerts if they're not.	✓				
Geofencing and Geofence Alerts - Guardians can receive alerts when their children and friends venture outside of region parameters.	✓	✓		✓	✓
Guardian Monitoring, Notifications and Check In - Guardians get an additional levels of monitoring access which gives them greater peace of mind. Guardians can see location history, friend vicinity and set alerts on the same.	✓				
Overt and Covert SOS - High volume and noticeable panic alarms and 'safe words' and covert alert raising.	✓	✓	✓	✓	✓
iOS, Android, Smartwatch, iPad Compatible	✓	✓	✓	✓	✓

FEATURES

MY
CHAPERONE

DRIVER SAFETY
APPS

DATING SAFETY
APPS

MEDICAL ALERT AND
FALL APPS

CHILD SAFETY
APPS

Affiliate Directory Listing

Where app users can advertise their services to other users. Especially important for travellers, local businesses and users seeking support services..



Additional features that the industry apps have:

- Logbooks
- Dashcam recordings for safety, driver performance and more
- Man-down alarms
- SOS alerting
- Check-in timers
- Location tracking
- Live video verification

- Noonlight integrations and alert functionality
- Safety tips
- Resources and links

- Blood pressure monitoring
- Medication reminders
- Telehealth
- Device alarm
- Extreme sports falls
- Workplace and home falls
- Safety dashboard

- Active listening
- Signal sending
- Movement notifications
- Battery monitoring

PERSONAL MOBILE / SECURITY SAFETY APP AND DEVICES COMPARISON

FEATURE	MY CHAPERONE	NOONLIGHT	FLARE BRACELET	INVISAWEAR	GARMIN INREACH MINI	DURESS APP	BSAFE APP	LIVESAFE	ALERTUS
What is it?		Link	Link	Link	Link	Link	Link	Link	Link
Cost	\$5 - 10 /month	\$5 - \$10 /month	\$129	~\$150 (Jewelry) \$19.99 /month (Monitoring)	\$350	\$299/year	\$0.99 - \$19.99	Free	On Application
Check In	✓	✓				✓	✓		
Gyroscopic Sensor	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mutual Link Up	✓	✓				✓	✓		
Emergency Alert	✓	✓	✓	✓	✓	✓	✓	✓	✓
Real Time Viewing And Listening	✓	✓			✓	✓	✓	✓	✓
Calendar Link	✓								
Geofencing and Geofence Alerts	✓	✓			✓	✓	✓		✓
Overt and Covert SOS	✓	✓			✓	✓	✓	✓	✓
iOS, Android, Smartwatch, iPad Compatible	✓	✓	✓	✓	✓	✓	✓	✓	✓

Other wearables include: Buddi, Nimb Ring
 Other alert devices include: Revolar, Safe Personal Alarm
 Other apps include: Sabre, Jibit
 Other travel safety apps include: Top 13

VALUE PROPOSITION

Based on the feature comparison above, the value proposition of My Chaperone is the collective features that other industry apps have but not together. For example, while most apps will have check-in functionality, few have mutual map sharing and linking — an essential tool in the dating space. And while most apps have a check-in feature, few offer the comprehensive voice and text replies that we do.

1. FRIENDS COME AND GO. MY CHAPERONE TRACKS THEM ALL.

This is a proposition for the mutual linking feature, and it's got strong potential. One of the biggest complaints about Find My Friends and other tracking apps is that there's no easy way to add and remove tracked contacts. Therefore, My Chaperone should highlight the mutual tracking when friends, children and dating strangers can all feature on user's maps for the period of time in which they're together. Parents know that when their children say they're meeting a friend, the My Chaperone app can verify it. And the tracking or linking is only live once the meeting is locked in and all parties agree to the tracking.

2. ALERTS. WHETHER YOU'VE INITIATED IT OR NOT.

Medical alarms and alerts are only valuable if the user can identify they need to alert someone, access their smartphone and are not impaired. Our alerting is both overt and covert. We monitor falls for situations where the user may not be able to alert. We listen for evidence of violence and struggles and we listen for code words that immediately trigger a safety response. Finally, we implement the best voice technology to add a second method of alert.

3. MULTI-PURPOSE CHECKING-IN FOR EVERY SITUATION

Users will want to check in with others for any number of reasons. Employers will want to keep employees safe, parents will want to keep their children safe and children will want to keep their parents safe. And while the check-ins are interruptive and annoying for the recipient, they offer peace of mind for the requester. Our check-ins are far friendlier, harder to manipulate and even encourage or gamify use with savvy messaging and animation.

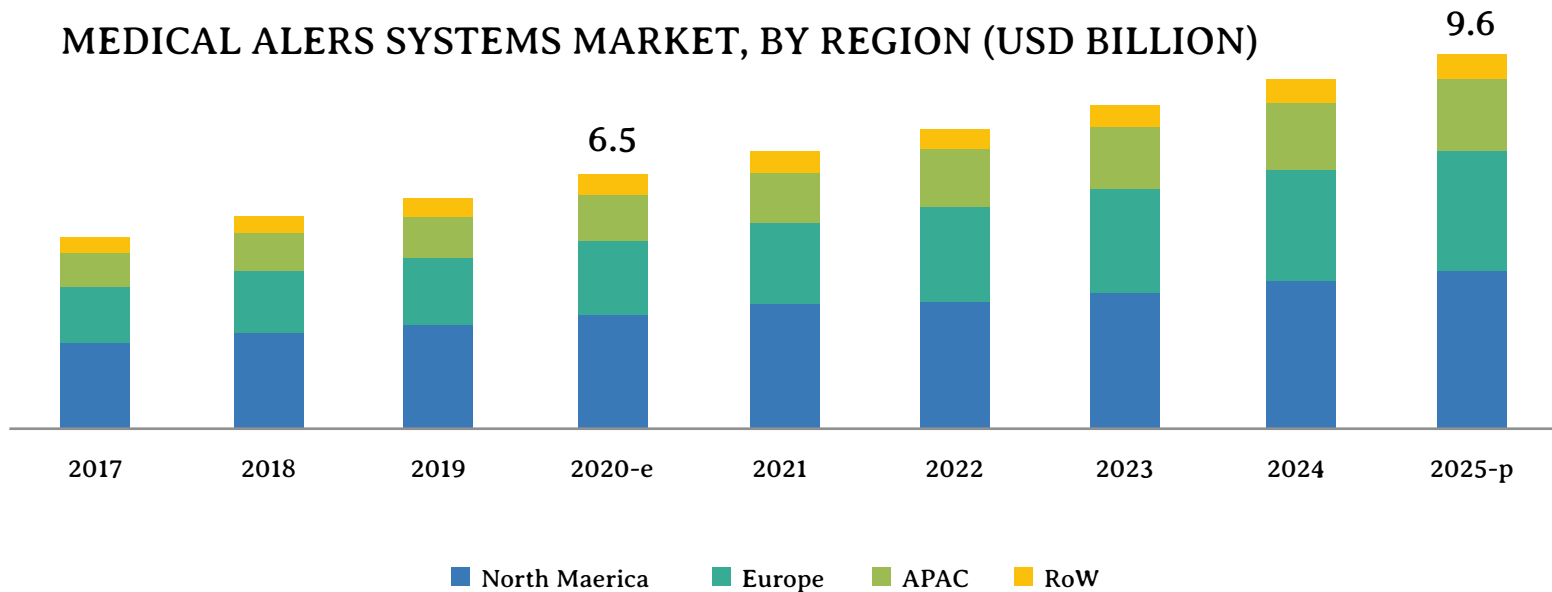
4. MUTUAL MAPPING WITH GEO-FENCEING AND GEO-ALERTS

Realtime chats for individuals, group and organizations of any size.

MARKET SIZE

MEDICAL ALERT MARKET RESEARCH

MEDICAL ALERS SYSTEMS MARKET, BY REGION (USD BILLION)



Source: <https://www.businesswire.com/news/home/20200305005495/en/Global-Medical-Alert-Systems-Market-is-Expected-to-Reach-USD-9.6-Billion-by-2025-at-a-CAGR-of-7.9---ResearchAndMarkets.com>

The medical alert systems market is estimated to be worth USD 6.5 billion in 2020 and is projected to reach USD 9.6 billion by 2025, at a CAGR of 7.9% from 2020 to 2025. The medical alert systems industry is expected to witness strong growth in the next six years mainly due to the rising elderly population across the globe, increasing adoption of the mobile personal emergency response system, various healthcare reforms in different parts of the world, financial assistance to the elderly individuals, and an inclination towards independent living.

“Medical alert systems market for PERS devices is expected to hold the largest share during the forecast period.”

The high market share of PERS devices is mainly due to the rising aging population in different parts of the world, along with an inclination of the seniors to live an independent life while staying secure during an emergency. The other factors contributing towards the larger market share of PERS includes rising per capita expenditure towards healthcare across the globe, availability of advanced medical facilities

growing awareness towards healthcare, adoption of mPERS. Digital transformation and the use of technologies such as IoT, and artificial intelligence (AI) in the PERS devices have resulted in a significant demand for the PERS in major parts of the world. The PERS devices include features like automatic fall detection, automatic call assistance and location tracing which helps the elderly individuals in case of an emergency when they are unable to press the help button. The rising demand for personal emergency response systems among older adults has resulted in the accelerated growth of the market. However, due the prohibitive costs of these devices (\$50-90 usd per month), myChaperone @ under \$120 per year is potentially disruptive to this industry.

“The wired medical alert systems market is expected to hold the largest market share from 2020 to 2025.”

The wired or in-home medical alert devices are expected to hold a high market share as the older people who spent most of their time at home find it easy to use. Wired medical alert systems are the traditional and most reliable devices used by senior citizens during a medical emergency. Wired PERS can be used through either Plain Old Telephone Services (POTS), also known as a standard phone line, or advanced digital or Voice over Internet Protocol (VoIP), or Digital Subscriber Line (DSL) phone services. Standard landline personal emergency response system devices are very easy to use and suitable for senior citizens who stay alone at home. The senior citizens, who often lack technological awareness, find the wired PERS devices user-friendly. Thus, the wired medical alert system market is the largest revenue-generating segment.

“Home-based users are expected to hold the largest market share from 2020 to 2025.”

The introduction of smart medical alert systems with additional monitoring features is one of the reasons for the high market share of the home-based application. The increasing adoption of emerging technology like AI and IoT in the medical alert systems has improved the efficiency of these systems and provides a number of opportunities to the medical alert system providers. The demand for home-based users is likely to stay high due to the independence it provides to the senior citizens who want to live alone but taken care of in case of an emergency. The home-based user is the large segment in the elderly care market in which companies are catering, and a rise in demand is expected over a period of time.

“North America to account for the largest market share from 2020 to 2025.”

North America account for the largest market for the medical alert systems during the forecast period. The major factors driving the medical alert system market growth include the increasing geriatric population across the world, rising healthcare expenditure, adoption of mobile personal emergency response systems (mPERS), financial assistance provided by the government for the elderly care, the inclination of senior citizens towards the independent living and the rising influence of disruptive technologies such as IoT and artificial intelligence (AI) in the healthcare sector. The developed countries like US and Canada have a robust healthcare system, faster reimbursement policies, and favorable healthcare regulations that are conducive to the development of the home healthcare sector and is the major factor in driving the market in the North American region. Some of the major players in this region are Philips LifeLine (US), Connect America, and ADT Corporation.

KEY MARKET PLAYERS

The major players in medical alert systems market are Koninklijke Philips (Netherlands), Connect America (US), Valued Relationships (VRI) (US), Guardian Alarm (US), Alertone Services (US), ADT Corporation (US), LifeFone (US), Bay Alarm (US), Medical Guardian (US), MobileHelp (US), Nortek Security and Control (Numera) (US), Galaxy Medical Alert Systems (Canada), Response Now (US), LifeStation (US), Rescue Alert (US), Better Alerts (US), GreatCall (US), Electronic Caregiver (US), Blue Linea (France), Vanguard Wireless (Australia), and Tango .

The personal emergency response system market, and senior alert systems market comprises technology providers such as Koninklijke Philips, Connect America, Valued Relationships (VRI), Guardian Alarm, Alertone Services, ADT Corporation, LifeFone, Bay Alarm, Medical Guardian, MobileHelp, Galaxy Medical Alert Systems, Response Now, LifeStation, Rescue Alert, Better Alerts, GreatCall, Electronic Caregiver, and Tango Technologies.

The report also describes the drivers, restraints, opportunities, and challenges for the growth of the fall alert systems market. In addition to the in-depth view on market segmentation, the report includes critical market data and qualitative information for each type, along with qualitative analysis, such as value chain analysis, market ranking analysis, and competitive situations and trends. The report targets technology providers, software and service providers, system integrators, and end-user industries.

The personal emergency response system market has been covered in detail in this report. To provide a holistic picture, the current market demand and forecasts have also been included in the report. The medical alert system market has been segmented as below:

Medical Alert Systems Market By System Type

- Personal Emergency Response Systems (PERS)
 - Home-based/Landline-based System
 - Mobile-PERS
 - Cellular Emergency Response System
 - Wireless Emergency Response System
 - GPS-based Emergency Response Systems
 - Standalone PERS
 - Transmitter
 - Standalone Voice Communicator
 - Wandering System
 - R- Cube/V-Cube Monitoring System
- Nurse Call Systems (NCS)
- Ambulatory Auto Alert Systems
- Automated Airborne Flight Alert System
- Smart Belt

MEDICAL ALERT SYSTEMS MARKET BY OFFERING

- Hardware
 - Console Unit
 - Transmitter
 - Wristband Transmitter
 - Pendant Transmitter
 - Battery
 - Others
- Software
- Services (Subscription Revenue)

Medical Alert Systems Market By Connection Type

- Wired
- Wireless

MEDICAL ALERT SYSTEMS MARKET BY APPLICATION

- Home-Based Users
- Senior Living Facilities/Senior Care Centers
- Assisted Living Facilities
- Others (Nursing Homes, Hospice)

MEDICAL ALERT SYSTEMS MARKET BY TECHNOLOGY

- Two-way Voice Systems
- Unmonitored Medical Alert Systems
- Medical Alert Alarm (Button) System
- IP-based systems
- Others

MEDICAL ALERT SYSTEMS MARKET BY REGION

- North America
- South America
- Europe
- APAC
- RoW

RECENT DEVELOPMENTS

- January 2019: Philips launched a new app-based platform named Philips Cares. This platform links the company's senior care products into a digital ecosystem for family caretakers. This app will help the caretakers to track and manage senior's care, such as reminders, scheduling tools and access to emergency services.
- September 2018: Philips acquired Blue Willow Systems (US), a developer of a next-generation, cloud-based senior living community resident safety platform. This acquisition will help Philips expand the Senior Living resident safety solutions portfolio.
- January 2019: Connect America acquired Tunstall Americas, an established player in the connected health services domain. This acquisition will help to strengthen its position in the medical alert system market
- April 2018: Connect America acquired Lifeline of the North Bay, a premier Medical Alert System Program in California. This acquisition will enable Connect America to establish its presence as a market leader
- September 2017: Valued Relationships partnered with FreeUS to launch a high value mobile medical alert system solution. This partnership will broaden the portfolio of VRI by adding high quality mobile medical alert systems.

KIDS SMARTWATCHES MARKET RESEARCH

Market Analysis

Global Kids Smartwatch Market is predicted to touch USD 1,002.4 Billion at a healthy 14.76% CAGR between 2019- 2025, reveals the latest Market Research Future (MRFR) report. The strong growth is due to its various alluring features.

Source: <https://www.marketresearchfuture.com/press-release/kids-smartwatch-market>

COVID-19 Analysis

A wide range of industries has already faced the brunt of the on-going COVID-19 crisis, with the global kids smartwatch market being no exception. Kids smartwatch functions as a smartphone which is placed on the kid's wrist and connected to parents' smartphone. This way, parents are capable of tracking their child's movement with the help of the companion mobile application. But unfortunately, the COVID-19 pandemic has impacted the kids smartwatch market size drastically. The spread of this virus worldwide has severely affected the electronics market in its entirety. The government-enforced precautionary measures like complete or partial lockdowns and physical distancing have resulted in a halt in the consumer electronics products' production, and the shutting down of businesses in most countries. In fact, the fall in production of such kids watch have also affected the sales of products.

Owing to the lockdown, there has been a supply chain disruption, with China being the hub of raw materials that are used for manufacturing electronic products. Several companies are experiencing immense revenue losses during the outbreak for the scarcity of raw materials and shortage of labor. Besides, the delay in the launch of kids' smartwatches is also impacting the growth of the market.

School going kids can be tracked with the help of RFID tag devices that are attached to their smartwatches. The lockdowns however, have led to the closing of colleges and schools, as a result of which there has been a fall in the use of smartphones for teenager and school kids. People are compelled to remain at home to prevent the spread of this deadly disease. Above all, the e-learning trends have evolved during this crisis, owing to which the usage of kids smartphones has experienced a decline. The prohibition of outdoor activities too has also impacted the use of smartwatches.

DRIVERS

Smart Notification Features to Bolster Kids Smartwatch Market

The availability of various smart notification features in kids smartwatches, which aids in their safety, may bolster market growth during the forecast period. This way, parents will be able to keep track of their children easily.

Additional factors adding to the kids smartwatch market growth include its different alluring features such as health rate monitors, health and fitness tracker, mood tracker, GPS tracker, and sleep monitoring that keep parents informed regarding their kid's activities, the rapid development of the economy, increasing support of parents for every child, features such as alarm notifications, calls, and messages, presence of emergency button feature which sends parents the location, technological advances, and improved user experience. Besides, the demand for kids smartwatch phone, kids smartwatch with games, kids smartwatch with calling, and kids smartwatch with GPS, are also adding market growth

OPPORTUNITIES

Presence of Health & Fitness Tracker to offer Robust Opportunities

Smartwatches come with health and fitness trackers that help parents in calculating their kid's glucose level and blood pressure level before and after they indulge in physical activities and also when they visit various places on the school campus. This is likely to offer robust opportunities to market players in the upcoming days.

RESTRAINTS

Low Battery Life to Act as a Market Restraint. The low battery life of kids smartwatch resulting in batter runtime may act as market restraint over the forecast period.

Soaring Price to Act as a Market Challenge. The high cost of kids smartwatch may act as a major market challenge for market players in the upcoming days.

Market Segmentation

The global kids smartwatch market has been segmented based on type, product type, and application.

Smart Type Segment to Lead Kids Smartwatch Market

By type, the global kids smartwatch market is segmented into smart type and functional type. Of these, the smart type segment will lead the market over the forecast period.

Integrated Segment to Dominate Kids Smartwatch Market

By product type, the global kids smartwatch market is segmented into standalone and integrated. Of these, the integrated segment will dominate the market over the forecast period.

7-12 Years Segment to Spearhead Kids Smartwatch Market

By application, the global kids smartwatch market is segmented into 7-12 years and 0-6 years. Of these, the 7-12 years segment will spearhead the market over the forecast period.

Regional Analysis

APAC to Command Largest Share in Kids Smartwatch Market

Geographically, the global kids smartwatch market has been segmented into North America, Europe, the Asia Pacific (APAC), Central & South America, & the Middle East and Africa (MEA). Of these, the APAC region will command the largest share in the market over the forecast period. China's momentous gadget consuming culture, rapid adoption of new technologies, accessibility of local brands that offer affordable goods, high disposable income, and escalating middle-class population are adding to the global kids smartwatch market growth in the region. Besides, increasing sales of smartwatches and fitness trackers, rising wearable device shipments, and the growing adoption of wearable devices are also adding market growth.

North America to Have Healthy Growth in Kids Smartwatch Market

The global kids smartwatch market in North America is predicted to have healthy growth over the forecast period. Consumer's high disposable income, product launches by private organizations, and rising cases of child kidnappings and missing are adding to the global kids smartwatch market growth in the region.

COMPETITIVE LANDSCAPE

The global kids smartwatch market is highly competitive and fragmented for the presence of various local, regional, and international players. Manufacturers are competing intensely with regards to variety, brand, quality, product differentiation, product portfolio, and price. These players have adopted innovative marketing strategies to boost their market shares, such as new product launches, growing investments in R&D, mergers, and alliances.

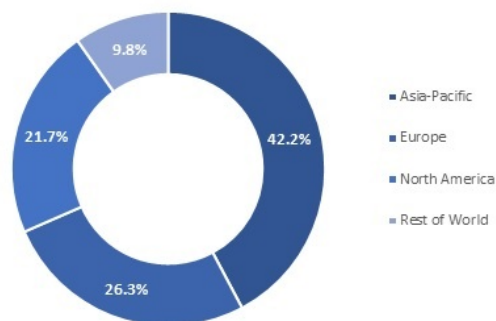
KEY PLAYERS

Prominent players profiled in the global kids smartwatches market report include TickTalk (US), SIBYL WORLD SDN BHD (China), KD Group (Spain), Franciscan Solutions Private Limited (India), Omate Inc. (China), Shenzhen Continental Wireless Co., Ltd (China), JOY FamilyTech, Inc. (California), Doki Technologies (Hong Kong), Garmin Ltd (Switzerland), VTech Holdings Limited (Hong Kong), Huawei Technologies Co. Ltd (China), and Fitbit, Inc. (US), among others.

RECENT DEVELOPMENTS

December 2020- Vodafone, the European mobile carrier, has joined hands with Disney to launch a new wearable for children called the Neo. The company says the Neo merges its technological capabilities with the entertainment chops of Disney to provide a wearable that will offer children a sense of independence while allowing parents to stay in contact. A highly notable feature of Neo is its Disney branding. Also, the injection of Disney charm, Neo is focused on keeping parents in contact with their children, with some added smartwatch features, though this needs a Vodafone subscription. Through this smartwatch, parents can text, call, and also get updates regarding the location of their kid from the Vodafone Smart companion app. Parents can use this for creating a circle comprising of trusted contacts for calling and texting and limiting screen time through Quiet Mode. The Neo with an aim to increased kid's independence can also receive calendar updates, track activity, check the weather, and click photos with the in-built 5 MP camera.

DRIVER SAFETY TECHNOLOGY MARKET RESEARCH



MARKET OVERVIEW

Global Driver Safety Market in terms of value is estimated to reach USD 20.2 Billion by 2025, registering a CAGR of 8.3% during the forecast period.

Driver safety systems are the systems that help drivers with tasks such as monitoring, warning, braking, and steering. These systems provide a two-second warning to drivers when an obstacle approaches. It keeps them alert to hazards such as pedestrians, lane changes, and short braking distances to avoid road accidents.

Source: <https://www.marketresearchfuture.com/reports/driver-safety-market-2007>

Stringent regulations from the government regarding driver's safety and growing concerns regarding road accidents have surged the demand for driver safety technologies. Increasing road accident has made the manufacturer work on automotive safety & technologies to prevent accidents. The introduction of new technologies, such as driver alertness detection system and electronic stability control (ESC), has contributed to the growth of the driver safety market. These technologies tackled the safety issues and various causes such as driver's distraction due to tiredness and drowsiness and have helped to lower down the road accidents in recent times.

SEGMENTATION

Global Driver Safety Market is segmented based on Type, Vehicle Type and Region.

The Type Segment is bifurcated into lane departure warning steering sensor, electronic stability control, driver alertness detection system, pressure/angle steering sensor, vehicle-to-vehicle communication, eye-tracking/blink-monitoring, and others. Driver safety systems are active safety systems that help prevent accidents and crash by offering warnings or by providing additional assistance to the driver in the steering/control of the vehicle. Improving road safety standards/supporting legislation and consumer awareness in emerging markets are increasing the demand for driver safety systems in passenger and commercial vehicles.

Based on vehicle type, the global driver safety market is segmented into passenger cars and commercial vehicles. The increasing demand to improve vehicle efficiency and the incorporation of safety features in both passenger and commercial vehicles are likely to drive the need for driver safety systems in the global market. Passenger cars are used to carry passengers rather than goods. There is an increase in the demand for passenger cars owing to the increase in population, high purchasing power, and favorable regulations.