

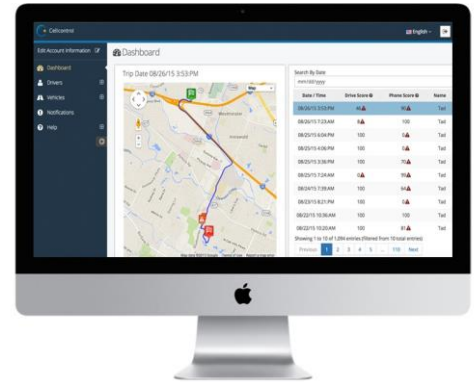
Technology to Combat Distracted Driving

TomTom BRIDGE: protecting your company, employees and community with Cellcontrol

As an employer, mobile device use by employees behind the wheel is a considerable risk – whether they're driving on company time or in a company vehicle. Making phone calls, texting, emailing or using any application while a vehicle is in motion exponentially increases the likelihood of an at-fault vehicle crash. Employers are suffering from an increase in negligence and vicarious liability exposure due to these employee activities. With Cellcontrol, companies can reduce this risk and exposure by eliminating mobile device distraction behind the wheel.

Cellcontrol has developed a customised version of Teamviewer - their patented, award-winning, and safe driving platform – tailored for TomTom BRIDGE. Cellcontrol technology can pair with a driver's smartphone in the cabin and restrict the driver's access to certain smartphone applications while their vehicle is in motion.

This partnership merges Cellcontrol's mission of ending distracted driving with TomTom's BRIDGE technology aimed at improving life on the road for fleet drivers. It enables Cellcontrol and TomTom BRIDGE customers to keep their professional drivers safer by reducing distractions and keeping their eyes on the road, while being expertly guided by award-winning navigation and traffic information.



The solution

- Stop email, texting and other mobile distractions while driving.
- Enforcement policy can be customised and scaled for complex organisations.
- Reduced risk and lower liability.
- Reports on calls and texts blocked.
- Phone scoring.
- GPS tracking, mileage and trip reporting.

The results

- Cellcontrol's award-winning technology eliminates the temptation to talk, text, email and surf the web while driving.
- Cellcontrol also gathers employee driving performance metrics. Driver performance data and metrics are used to determine areas of individual or group improvement, resulting in lower vehicle operating costs.

"We're thrilled to partner with TomTom, a company that shares our passion for and commitment to driver safety. Our relationship enables us to further our goal of putting an end to distracted driving. Moreover, by expanding our fleet market presence with TomTom BRIDGE, we're also helping those businesses and professionals who depend on safe driving to make a living." - Robert Guba, Cellcontrol CEO



Type



Software Provider

Website

www.cellcontrol.com

Headquarters

USA

Regions of sale

✓ Global

POWERED BY
TOMTOM
BRIDGE