

Every



crash

is

preventable.



LetsDriveSafer

Next Generation Automated Enforcement



Obvio has been working on traffic safety for years.

We've built large scale traffic safety solutions



Deployed in over 200,000+ Trucks across US, ensuring safe driving on 1B miles driven every month!



25% reduction in accidents thanks to our technology

Experienced team behind important products



NVIDIA.



We've been grateful to have contributed to the efforts in Maryland to make School Zones safer and excited to help expand safety in Virginia.



HB364

Passed HB364 that enabled **Stop Sign Cameras in Maryland**



60+ Cameras

Signed and launched contracts representing 60+ cameras and **20000s violations**



Legislation

Introduced first-of-its kind legislation for stop sign, distracted driving and pedestrian crossing in **MD, VA & NY**

MD Case Study

2023: Stop Sign Running in Maryland



Constant citizen complaints

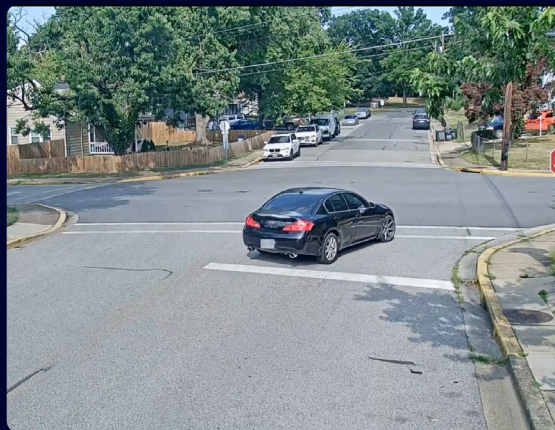


Officers stretched thin



People getting hurt

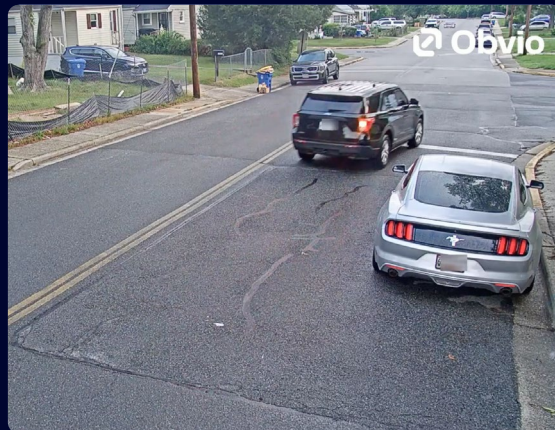




We measured

1500

violations per day across just
4 intersections



27,000 violations per day

across just 12 municipalities

3,288



1,962



535



1,777



2,002



182



1,401



1,262



2,102



3,963



645



1,162



Maryland took a stand: HB364 Stop sign camera enforcement

TRAFFIC

Town of Morningside implements stop sign cameras to improve school zone safety

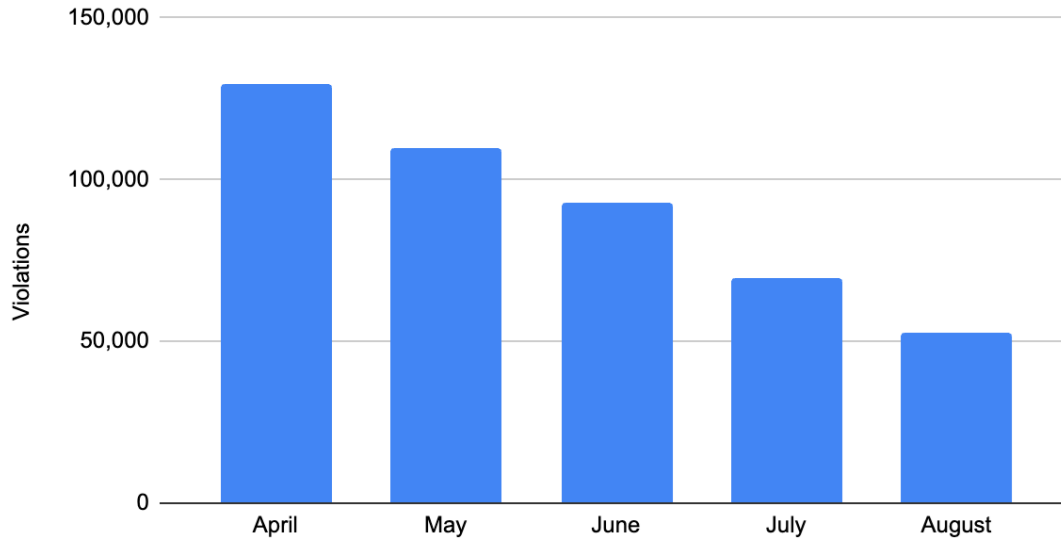
All school zones are now equipped with stop sign cameras to reduce violations and enhance student safety, issuing \$40 fines for drivers who fail to stop.

- Oct 2023: Traffic Studies
- Spring 2024: Bill passes in Session
- July 1st '24: Stop Sign Monitoring Bill goes into effect
- Sept '25: 8+ PG municipalities have implemented stop sign cameras; 8 more with plans
- Fall '25: Baltimore + Montgomery County copies PG's bill

Impact: Prince George's County, MD

60% reduction in violations

Stop Sign Violations Per Month (Measured by Stop Sign Cameras)



Impact: Citizen Feedback

Colmar Manor, MD: Backto-School Survey

- 22/23 respondents believed they'd seen an increase in safety and driving behavior thanks to the stop sign cameras implemented
- 21/23 wished that the program would be expanded across the town



Introducing

Let's Drive Safer - VA

A new solution to roadway safety in Virginia
powered by Obvio



MD is not unique, the same safety hazards are present in VA.

Jan. 4, 2024

Why Are So Many More Pedestrians Dying in the U.S.?

Other rich nations have surpassed America in protecting pedestrians, cyclists and motorists.

 Transcript

New data shows pedestrian, bicyclists fatalities doubled in northern VA in 2024

By Bob Barnard | Published December 11, 2024 7:40pm EST | News | FOX 5 DC | 

LetsDriveSafer

 WDBJ7

11 dead in nine traffic accidents over Fourth of July weekend, says VSP

RICHMOND, Va. (WDBJ) - According to Virginia State Police, preliminary data show 11 people died in nine traffic accidents during the...

Jul 9, 2025

NEWSLETTER

New York Today

So Far, 2024 Is Deadliest Year for Traffic Deaths in a Decade

Pedestrian fatalities declined during the pandemic, but this year they have risen. Experts say reckless driving is prevalent.

 Share full article    91

Why is this problem so hard to fix?



Dwindling officer headcount



Wider range of reckless driving behaviors



Hesitation around Camera Enforcement



Additionally most ATE solutions today cannot solve these problems!

Outdated, single purpose technology

Reliance on old school radars, and technology that too with limited use cases

Expensive, non-scalable solutions

Exorbitantly expensive solutions with cumbersome installation process

Weak, non-impactful behavior detection

Mostly limited to catching events that are not the core reason for traffic fatalities



How LetsDriveSafer Works

1

Build Awareness

Use advanced technology to detect & inform the community of risky behavior statistics

2

Pass New Legislation

Partner with the community to build enforcement legislation focused on safety

3

Friendlier ATE Programs

Deploy nextgen automated enforcement with unprecedented community buy-in and education!

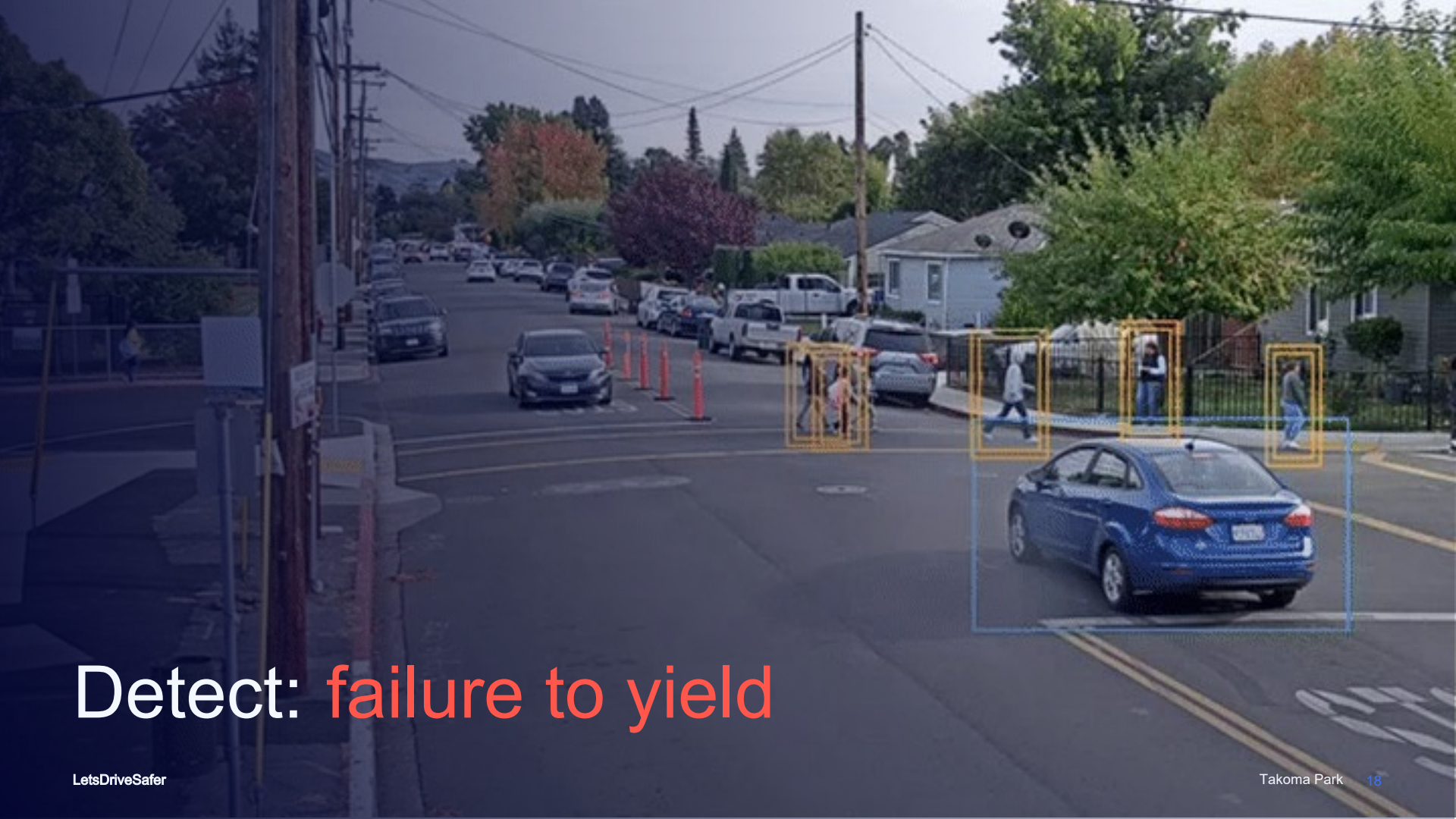


A photograph of a residential street during autumn. The road is paved and curves to the right. On the left, there are large trees with dark green and some yellowing leaves. On the right, there's a grassy area with a prominent tree with bright red and orange autumn foliage. In the background, a white house with a chimney is visible. A stop sign is partially visible on the right side of the road. The overall scene is a typical suburban neighborhood.

Detect: stop sign & speeding



Detect: crosswalk
violations



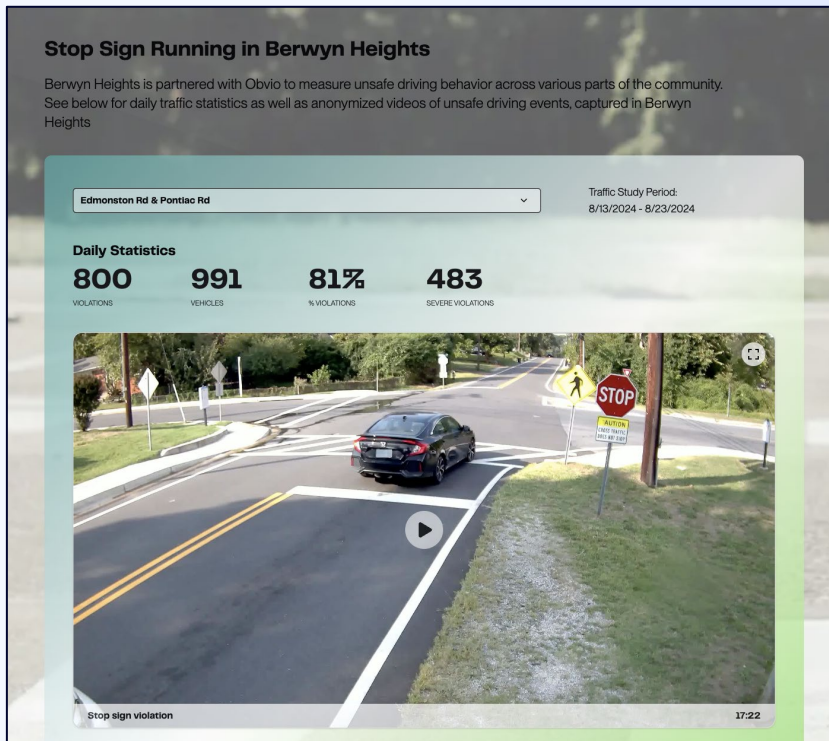
Detect: failure to yield



Detect: illegal left

Build Awareness

Build community-wide awareness with powerful videos & daily statistics of unsafe driving behavior



Municipality-level Traffic Studies

We run **free** traffic study programs with municipalities to build an understanding of unsafe driving patterns & road user behavior



Shareable Stories

We provide anonymized videos & stats to help communities surface the stories behind the feeling of unsafety.

Pass New Legislation

Partner with community in VA to pass new camera enforcement legislation, with a focus on keeping children safe.

- Stop Sign Running, Not Yielding to Pedestrians, Crosswalk Violations
- Important to focus on **school zones** to protect most vulnerable pedestrians
- **No fiscal impact**: system pays for itself + allows for reinvestment into traffic safety
- Legislation made it to the Governor's desk in 2025, but ultimately came up short.
- 2026 is the year to get it done with your help, and make our schools safer for our children.



Friendlier ATE Programs

Our next-generation enforcement products are built with a focus on community & public good.



Collective buy-in & engagement by the community



Deterrence & education for the most egregious behaviors



Citation proceeds reinvested into the community



Learn about our free
traffic studies!

2 week traffic studies

Hassle-free installs

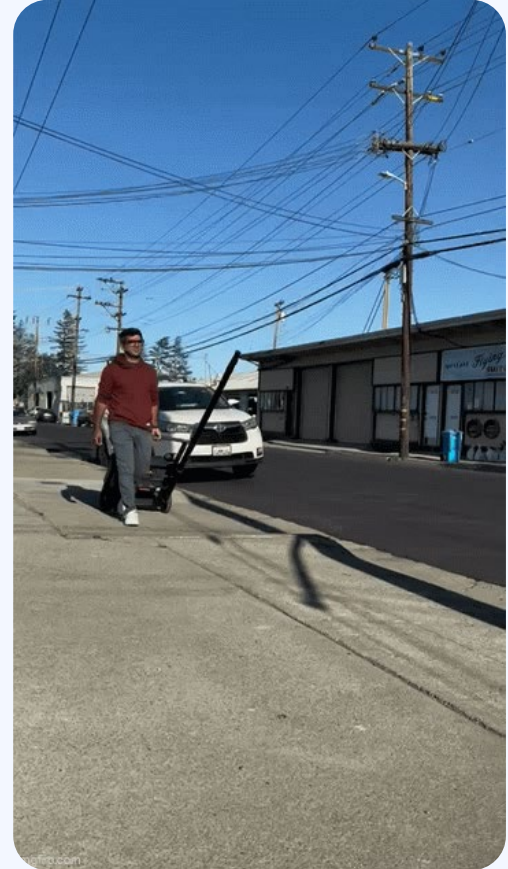
- Single-wheeled unit
- Attachable to any pole in the city
- No construction or support

Detect multiple events

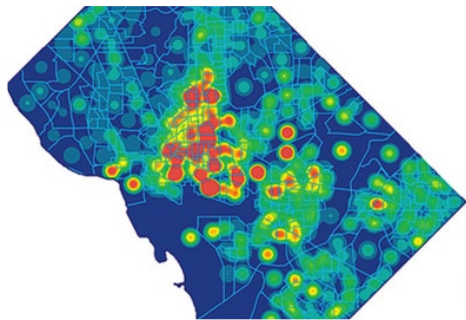
- Distraction
- Not yielding to pedestrians
- Pedestrian safety
- Illegal Turns

Scope

- 2 week data collections

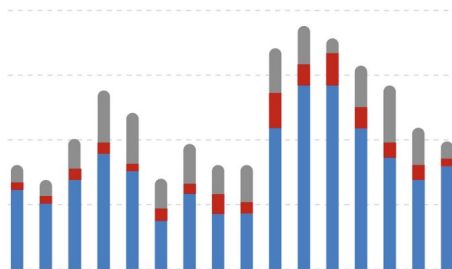


We can quickly generate powerful statistics & imagery to share with your city!



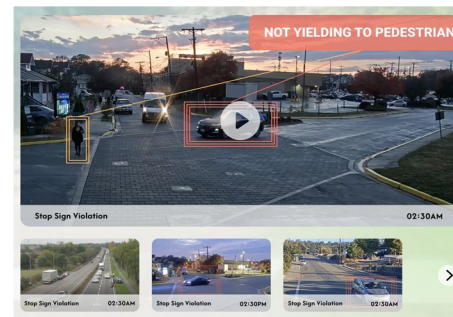
Map of violations

Highlighting the spread and distribution of traffic safety violations across the city, so you have an understanding of hotspots and critical areas



Trends in violations

Sharing detailed insights on traffic patterns and trends on violations across the day so you can better enforce traffic laws



Video Data

Capturing and highlighting the most intense & risky driving behavior with (anonymized) videos

Join the movement!

Contact Obvio at info@obvio.ai



Target the most
unsafe behaviors



See results within
weeks not years



Build a culture of
safety &
demonstrate
results



Cost free for the
state &
municipalities