

Distracted Driving

Distracted Driving has become a widespread epidemic on highways worldwide. Law enforcement officers have previously been able to only visually observe the offending drivers, but with the addition of LTI's patented technology, they are able to combat distracted driving by measuring and collecting time and date-stamped images of distracted driving violations, seatbelt use, and more.

Defined as any activity that diverts a person's attention from driving, distracted driving is becoming one of the leading causes of traffic incidents on our roadways. According to the World Health Organization (WHO) as many as 1.2 million deaths and 80 million injuries are caused each year by distractions while driving.

LTI's TruSpeed Sxb speed measurement and mapping laser with a 7-power scope magnification can be used by law officers to clearly witness distracted driving. Integrate it with LTI's LaserSoft SpeedCapture app for an even more powerful tool, allowing officers to take images of what is seen through the laser's scope.

The TruCAM II with tailgating firmware is another solution to combat distracted driving because it too has the ability to measure speed, distances between vehicles, and capture digital images of violations.

Laser Technology has always been known as the one to pave the way for the newest technology for traffic safety solutions. Our lasers have exclusive patented features including pinpoint targeting and Accuracy Validation software, enabling the most accurate and effective way to measure and enforce speeds, as well as tailgating, and now distracted driving violations.

Distracted driving is preventable, and education is key for the public to understand its dangers.

Laser Technology is dedicated to combating distracted driving by helping keep our roadways safe with our laser speed enforcement tools and educating drivers on the dangers of driving while distracted.

Some Key Distracted Driving Facts and Statistics:

- Each day in the United States, approximately 9 people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver. (NHTSA)
- Five seconds is the average time your eyes are off the road while texting. When traveling at 55mph, that's enough time to cover the length of a football field blindfolded. (VTTI)
- In 2018, there were 2,841 people killed in motor vehicle crashes involving distracted drivers. This included 1,730 drivers, 605 passengers, 400 pedestrians and 77 bicyclists. (NHTSA)
- As of 2014, over 561 billion text messages were sent worldwide, with more than 153 billion transmitted in the US alone (includes PR, the Territories, and Guam). (CTIA)
- Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes. (NHTSA)
- Distraction contributes to 16% of all fatal crashes, leading to around 5,000 deaths every year in the US. (AAA)
- Distracted drivers are about 4 times as likely to be involved in crashes as those who are focused on driving. (VTTI)
- Texting while driving increases the risk of a crash by 23 times. (NHTSA)

Note: written for Laser Technology website in 2018