



REDTAIL DATAPOINTS

Quod gratis asseritur, gratis negatur (what is freely asserted is freely dismissed)

'Those that know me know that my PhD is in radio engineering, and as such and I am accustomed to dealing in experiments and evidence and the application of results in the form of improved products and systems, or as customised and optimised solutions all via the magic of an unreliable and fickle medium. Redtail continues to push customers to consider further applications of the technology of sensors, signals and data science for adding *value* and competitive edge to their specific businesses, and the reliability of our finished systems have never been higher, as Tony elaborates on below.

Through our compulsion to innovate, we have frequently anticipated market needs in a number of directions: from simplifying technologies and reducing costs, to the increased scrutiny of driver behaviours through high frequency data and twelve additional driving parameters derived from edge computing in our devices. So, how to disrupt and enable customers to embrace the new?

Redtail's DNA as a spinout from tech design house means we have an established track record and pedigree in developing pilot or proof of concept themes, working closely with appropriate customer departments to be sure that each potential benefit can be best realised, and that indeed a mutual understanding of 'success' is at the forefront as we navigate forwards together. This requires a subtle blend of leading with new ideas while listening to you the customer.

So I urge you – let's move together at pace to create, test and refine that unique solution your business – quod erat demonstrandum!'

Dr Smithers



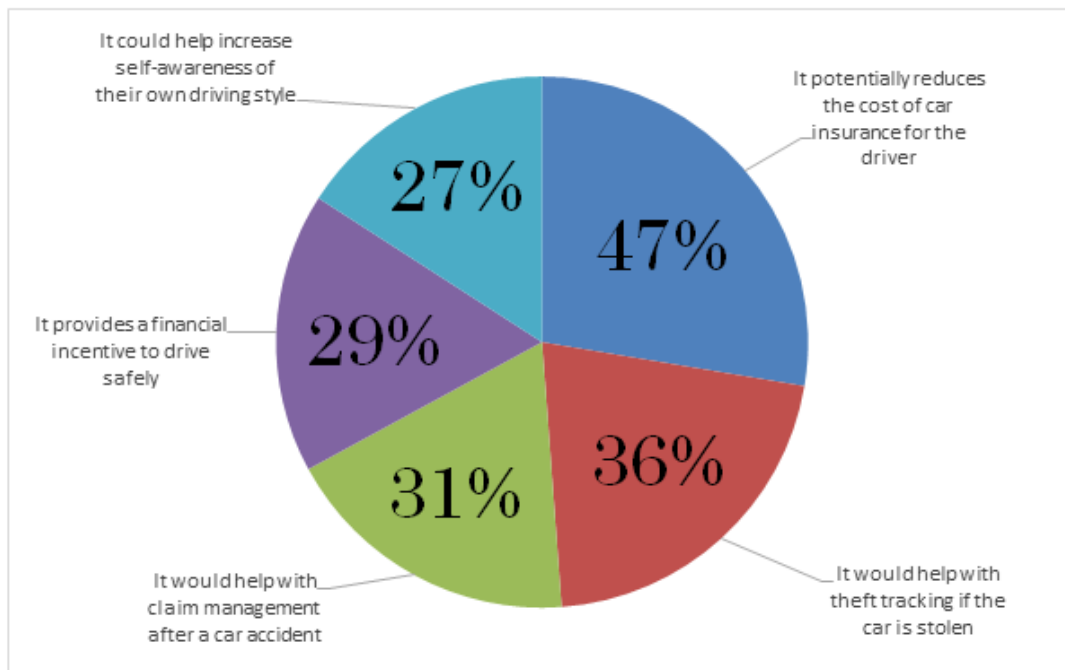
New News

In November 2018 we partnered with YouGov in a survey of 1,500 UK drivers regarding their attitudes to using telematics-based insurance policies.

Obtaining cheaper car insurance and having improved awareness of their driving style were considered two of the incentives for choosing telematics-based insurance policies by those surveyed. However, the insurance sector still has work to do in terms of convincing UK drivers of the benefits delivered by telematics as nearly 30% of those surveyed stated that they could think of no reasons to change from traditional motor insurance policies.

A recent survey by BIBA (British Insurance Brokers' Association) has revealed that there are nearly one million telematics policies live in the UK - an increase of nearly 30% on the 2016 figure.

The top 5 reasons that UK drivers would choose telematics-based motor insurance policies according to Redtail Telematics/YouGov research:



Commenting on the Redtail Telematics/YouGov research, Redtail Telematics CEO, Dr Colin Smithers said: "Developments in the car insurance market have the potential to revolutionise the way we drive and how we guard against the risks of poor driver behaviour, but as the research highlights, there is still a process of education that needs to take place to convince the 30% of those surveyed who see no incentive to switch to using telematics".

Dr Smithers concludes: "The increased use of telematics has important implications for anyone who might consider taking up a telematics-based insurance policy, policymakers and for society as a whole. Widespread use of telematics is also likely to lead to better driving and fewer fatalities. BRAKE, the UK road safety charity, estimates that there were 1,793 deaths due to road traffic accidents in 2018; How many lives would be saved if drivers knew they could save large amounts of money by paying more attention to their driving habits? As a parent who has used such policies, the reality is it's the effects on one's child's driving that are so much more important than the discount.'



From our CTO - on another planet (just joking)

Redtail travels to the Moon and back, several times a day

Redtail is just a hardware company right?' That is a comment I hear from time to time at shows and when meeting new clients.

"Well, no actually. We do other cool things as well." I usually reply. Then I explain the other stuff we've done over the years.

We have now built an ecosystem of Telematics which includes; the design and supply of our own hardwired VAM-HD devices, OBD and 12V plugin self-install devices, Stolen Vehicle Recovery devices, airtime, data warehousing, APIs for easy integration, average road speed database, journey processing, crash reconstruction, closed loop advanced driver scoring using machine learning, vehicle battery health monitoring, plant vibration analysis, analysis, OBD data collection, several mobile apps, including the app as a sensor and two fleet management user interface portals.

We also provide custom development services along with OEM research projects, for those customers that need that little bit extra to keep them ahead of the game. All of these systems, (which are deployed globally), are proactively monitored by our operations team 24/7/365 and very rarely go wrong. We have worked hard to create a stable system where our customers enjoy the benefit of high quality data.

Whilst the VAM hardware remains a cornerstone of our business, we are seeing more and more opportunities in our data solutions and custom development services.

As an example; we are recording journey distances equaling a trip to the moon – and back – three times a day.

If, as another illustration, we were to convert the number of individual GPS data points used to populate our road scoring database into seconds, we have collected over 10 year's worth of data.

The total amount of driving distances we have recorded is roughly the same as travelling from the Earth to Pluto and back – or the same distance that light travels, through space, in 5 hours.

Not too shabby for a hardware company I guess. ☐

Tony Allen



Our systems have recorded many billions of miles from our VAM devices. So many in fact that the unit of miles is now meaningless. Astronomical units seem more appropriate.



COME OUT TO SEE US IN PERSON!



 **TU Automotive**

 **TU Automotive**

Connected Insurance 2019

London, UK (21 March 2019)

From IoT-enabled offerings and value-added services, to product innovation and overhauling business models, we've got everything covered. Connected Insurance 2019 serves as an industry platform that caters to all senior executives across a range of connected functions including: motor, home, smart, digital, innovation and more.

TU Automotive Detroit

Detroit, IL (5-6th June 2019)

TU-Automotive Detroit is the world's largest auto tech conference & exhibition, shaping the future of connected auto mobility.

Connected Car Insurance USA

Chicago, IL (3-4 September 2019)

Connected Car Insurance USA brings the most in-demand connected car and auto insurance experts to share their business and tech. insights. Develop a product road map and drive adoption of next generation insurance products and services.



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The most innovative minds in connected cars, mobility & autonomous vehicles joined together for two days of in-depth insights, disruptive tech and unmissable networking. Trusted by industry leaders for the past 16 years.

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The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more.

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