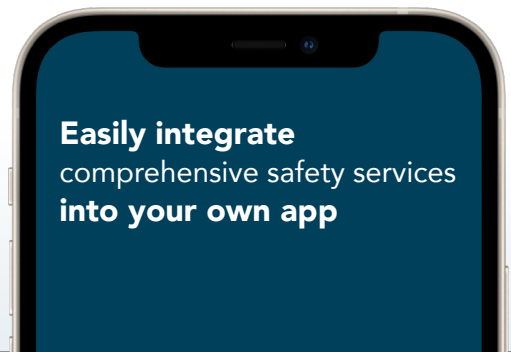


The
Sfara Safety Platform
 Developed to global enterprise standards



Offer a Sphere of Safety® to people in your care

Reduce risk while also fulfilling duty-of-care

Because Sfara’s platform gives you the ability to easily integrate comprehensive safety services into your own mobile app, you can provide employees or customers with both professional and lifestyle safety services that benefit everyone. Our services are mobile based, so your people are covered no matter where they go or how they get there, in and out of the vehicle, during the workday or when they’re on their own time. We offer a single solution, easily configurable to the diverse need of your organization, where you can turn on or off four categories of services.



✔ **Portable Crash Detection**
 Provides AI-based, accurate crash detection without an installed device or additional hardware. It travels with phone owners, vehicle to vehicle. They’re covered no matter who owns the vehicle.



✔ **Telematics**
 Driver scoring using AI-based behavioral analysis. Logs events during drives that help identify possible areas for improvement. Allows for driver segmentation and risk factoring.



✔ **Driver Improvement with Triggered Training™**
 Identifies at-risk patterns and behaviors, then sends safety messages and Triggered Training™ so drivers can curtail identified risks—without management involvement.



✔ **Personal Safety**
 Offers various options for getting help or simply a voice of assurance when the situation doesn’t feel right. Connects to a personal crisis assistant who will guide participants through situations and send emergency responders when appropriate.

Make your program enterprise-grade

Sfara’s platform solves for many of the issues—such as adherence to regional privacy laws—inherent in cloud-based solutions. Our platform is fully customizable, with unique features developed specifically to increase reliability and accountability for enterprise organizations.

Industry-leading, false-positive suppression rates
 Multi-layered AI processing to suppress false positives that diminish program integrity.

Patented on-device processing
 Uniquely positioned to handle diverse, global privacy laws. Continues analyzing data, detecting and storing events for later transmission even when there is no cellular coverage. Reduces battery consumption and data latency.

Artificially intelligent
 Applied AI and machine learning (trained with 2300+ dedicated crash events) for accurate, continually improving performance.

Proprietary sensor fusion
 Multi-sensor data readings 100 times a second.

Global
 Operational in four continents and in over 15 languages.

Sfara's safety platform, proven to be deployable in weeks

Our platform is highly flexible, reliable and secure, suitable for global enterprise programs, but made for everyone. The platform contains two primary components, the Sfara Mobile SDK and the Sfara Cloud Suite. Even an enterprise can be up and running in a matter of weeks, not months.



Sfara Mobile SDK

Our SDK provides a set of tools that can be used to create and develop applications.

Using the client side Sfara SDK ensures that any Cloud API is accessed effectively & safely.

Sfara SDK provides software library to allow applications to consume SDK events. Includes comprehensive documentation and sample application for expedited development plans.



Sfara Cloud Suite

Sfara Cloud Suite is a containerized infrastructure to efficiently control, manage and provide a multitude of SDK functions:

- Remote Provisioning of SDK features
- Data Storage
- System Integrity
- Mode of Transportation
- Optional Specialized Reporting

Cloud Hosting Options

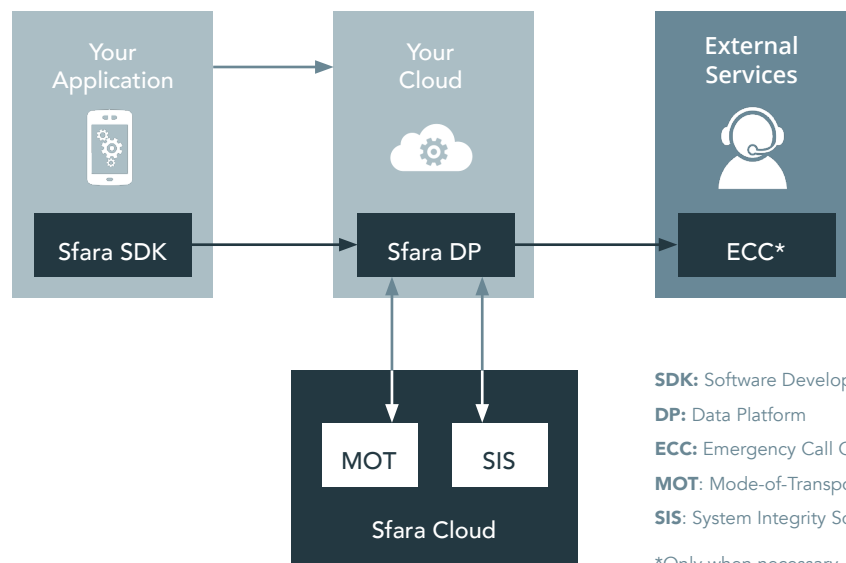
Sfara-as-a-Service (SaaS)

Sfara-as-a-Service is a complete offering that enables your application, which is running the Sfara SDK. This simplifies the development of third-party applications, by leaving all backend technology and cloud work to Sfara.

Customer Hosted Services

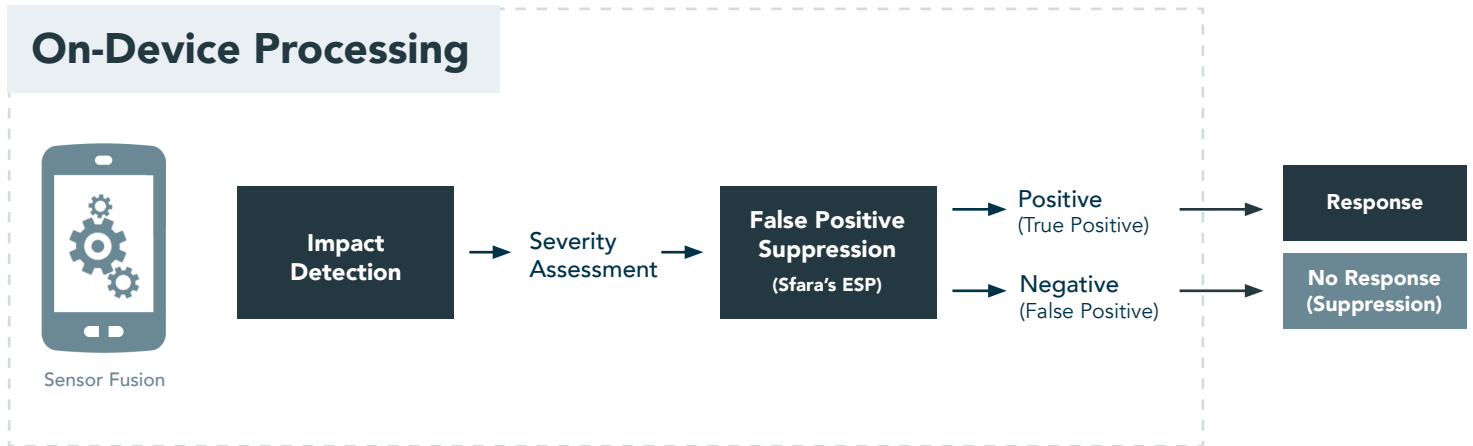
A customer hosted version of the Sfara Data Platform works well for more customized enterprise programs, including situations where big data is maintained by the enterprise. Sfara can also run and maintain this option (if desired).

Typical deployment scenario for the Sfara Platform



Sfara's false positive suppression

For reasons outlined below, one of the most important factors in developing a viable crash detection algorithm is to reduce, with the intent to eliminate, false positives. Sfara's multi-layered AI conducts crash analysis to suppress false positives to unprecedented levels within the industry.



What is a false positive and why is it so damaging to safety programs?

A false positive is when crash detection technology misinterprets a trigger as a collision when none has occurred. False positives can be set off by common triggers such as hitting a pothole, hard braking, hard-slamming a door, dropping a phone, hitting a curb, or tapping an object with your bumper.

False positives destroy consumer trust, introduce unnecessary costs, create negative brand impressions, and can even be dangerous to everyone on the road surrounding the incident, which invites legal risk.

Four Ways False Positives Destroy the Business of Crash Detection Programs

- #1 Loss of consumer trust
- #2 Negative brand impressions
- #3 Increased costs
- #4 Dangerous workarounds that lead to legal risk

On-device processing provides better privacy, performance and speed, plus provides continual event coverage when there's no cellular coverage

Sfara created the technology and owns the patent for on-device processing. As a result, our solutions are purposefully designed to comply with GDPR data minimization principles. Other solutions use the smartphone as a data collection device to transfer every measurable move by the owner to the cloud for processing. This makes privacy compliance difficult, some might say impossible, to achieve.

Unlike most cloud-based solutions, our on-device processing continues analyzing data and storing events for later transmission even when there is no cellular coverage, so you know how your drivers are driving even when they out of range of cell service. On-device processing also delivers better performance and speed.

Sfara Platform Offers Significant Advantages



Remote Configuration

Sfara feature sets are fully customizable. Turn on only the services you want. Even customize for different employee groups.



Device Compatibility

Analyzes the device and software to ensure safety compatibility.



Device Operations

Checks the health and performance of key components within smartphones that affect safety and destroy data integrity.

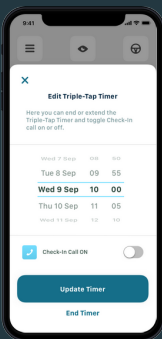


Extensively Tested in OEM and NHTSA Facilities

Sfara's technology has been thoroughly tested against the competition and selected by major industry players.

Turn on Sfara Triple-Tap™

So your people can get help quickly and discreetly



An endangered person can simply tap the front or back of the phone three times to contact the Emergency Manager.

They can even tap through a pocket or an external purse compartment.

Customizable to diverse work environments



Fleet & Site Drivers



College Students



Remote & Office Workers



Lone & Field Workers

Our platform is constantly evolving, creating innovative solutions that make enterprise programs succeed



Highly unique feature sets

Trip Start/Stop

Uses sensor fusion for increased accuracy of trip starts and stops.

Mode of Transport

Identifies vehicular transportation, shuts off crash detection when appropriate.

Driver Detection

Can detect if the phone is handled by the driver or the front-seat passenger. If it's the driver, logs data and distracted driving events.

On-Device Crash/Event Detection

Patented on-device processing for reduced data latency, increased security and privacy.

False Positive Suppression

Multi-layered AI conducts crash analysis to suppress false positives.

Triggered Training

Automatically sends e-training modules to fleet drivers with identified risks.

Sfara Triple-Tap

Tap the front or back of the phone three times to contact a Safety Coordinator.

Manual SOS & Timer

Manually press SOS or set a timer for a check-in.

Safety Coordinators

Provides reassurance in stressful situations and expert response to true emergencies.

Device Compatibility

Analyzes the device and software to ensure safety compatibility.

Device Operations

Checks the health and performance of key components within smartphones that affect safety and destroy data integrity across programs.

Available as a platform, white-labeled app or standard app

Find out more about Sfara's enterprise offerings:
www.sfara.com