

Keys 2 Safe Driving: A device that will make our roads safer

To standardize this new device in all car keys that will inhibit a cell phone from being turned on while the driver is behind the wheel of the car.

Tag Words: Texting, Cell Phones, Driving, Safety, Keys 2 Safe Driving, Bluetooth, Verizon, Toyota

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Summary

In today's society, an increasing problem has been the excessive cell phone usage while driving. It is making our roads unsafe and many people are growing up thinking it's acceptable to text message or make a phone call while behind the wheel of a car. The laws that were implemented in New Jersey and various other states are not putting an end to this hazardous way of life. The new Bluetooth device is titled Keys 2 Safe Driving and will be revolutionary for the future. It turns off the driver's phone and puts it in a safe driving mode so phone calls and text messages can wait until the driver reaches the destination. We have sent letters to the correspondence teams at both Verizon and Toyota to help try and standardize this new feature in car keys and cell phones.

The Issue: Texting while Driving

Introduction

Texting while driving is a serious epidemic. More and more people on the road each day are causing serious accidents, either killing themselves or others. In 2008, 5,870 people died and more than a half-million were hurt in crashes involving a distracted or inattentive driver, according to the National Highway Traffic Safety Administration. Young, inexperienced drivers are disproportionately represented among these drivers. (Copeland) Unfortunately, this number is continuously on an up rise, and the total number of deaths each year is drastically increasing. Many people including state authorities, parents, celebrities and young people are trying to make their voices heard in an affect to reduce the number of distracted drivers on the road. On January 15th, 2010 Oprah Winfrey did a whole segment on the deadly effects of texting while driving. Parents, and family members of the victims appeared on the show, and shared their heart wrenching stories of how their loved ones lives were taking due to the effects of distracted drivers. Oprah Winfrey aired this show as a way to make Americans more aware of the deadly distractions that take place on the road. Campaigns, Ad's, Laws, and technological devices have all been established and created as a way to eliminate the number of distracted drivers on the road. "Keys 2 Safe Driving" is a system that was developed by engineers at the University of Utah. This system acts in two ways, by blocking text messaging and phone calls while the car is running. However, this device is capable of dialing 911 incase there is an emergency while in the car. This new device has been created in hopes to stop texting while driving when in the car. The "Keys 2 Safe Driving" device can help to drastically reduce the number of texting related accidents and deaths that occur on the roadways each year.

History of Text Messaging and Driving

Driver inattention is the leading cause of car accidents. In 2008, a study was done that showed at any given time, over 800,000 Americans were either text messaging, making calls, or utilizing their hand held phone device while at the wheel. During the same year, distracted driving led to over 6,000 deaths (Snyder). However, it is not a mystery that cell phone usage is dangerous and puts both the driver and others on the road at risk. Most people know it is dangerous yet fail to comply with the laws implemented to stop the behavior.

Furthermore, it has been proven that texting or calling while driving can lower a teenager's reaction time to that of a 70-year-old, putting them at a greater risk for not realizing what is happening on the road until it is too late. What makes this so horrible is that during a recent study, it was found that 56% of teenagers have admitted to talking on the phone while driving, and 14% of them also admitted to texting while driving (Snyder). However, this number may be underreported since the information was given voluntarily by teens. It is likely the actual number is much greater. The problem here is the fact that teens are actively admitting that texting while driving is a problem; many of them cite it as the biggest problem with young adult drivers on the road. Since the laws have proven mostly ineffective against this, it is necessary to implement a different policy to obliterate this risky behavior on the roads. There is no need for everyone to be at danger when they are on the road.

Who is this Device Geared Towards?

Teens are of the biggest risk to be found texting while behind the wheel. When it comes to texting while driving, teens are a particular risk group considering that, “the average U.S. mobile teen now sends or receives an average of 2,899 text-messages per month” and apparently some of those texts are being sent and read from behind the wheel (“Internet Safety for Teens”). This creates a huge problem for everyone who is on the road. Parents need to become more aware of what their child are doing behind the wheel. However, teens are not the only ones guilty of texting behind the wheel. Today you can find people of all ages, young and old texting while driving. This is why our service project is geared to all drivers on the road.

If parents of young drivers start becoming more aware of the serious dangers that could happen when their child is texting while driving, then the total number of deaths and accidents could drastically decrease. Drivers who are texting while driving are 23 times more at risk of a crash or near crash event than a no distracted driver. (Magid) If drivers become more aware of these horrifying statistics they will be more prone to put a stop to this issue. Already, there has been a law established that bans all truckers and bus drivers.

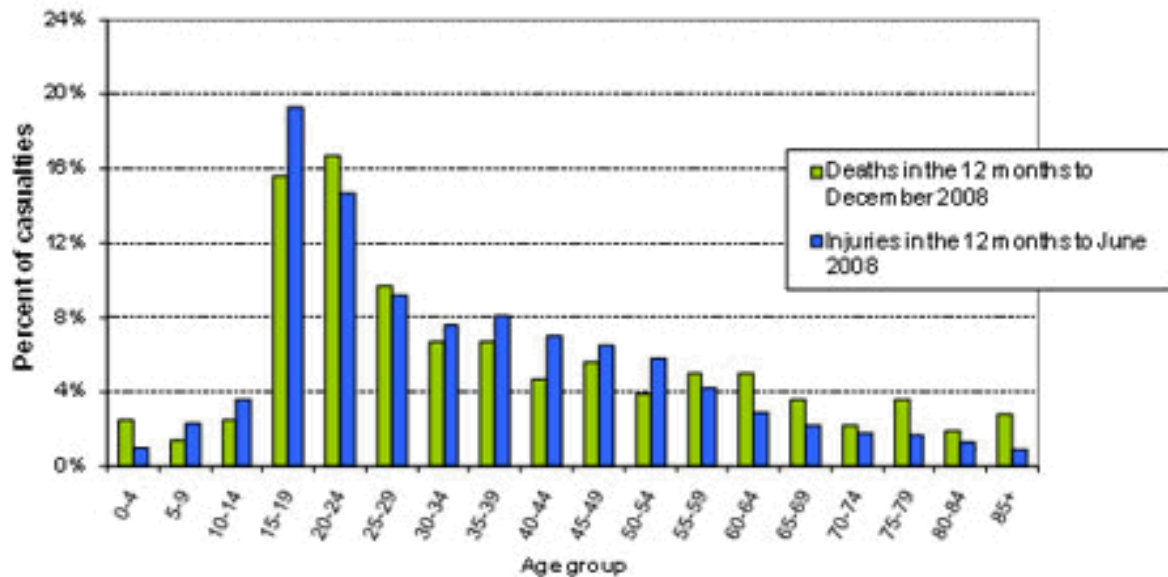
Statistics of Using Cellular Devices and Driving

Cell phone use and texting has been estimated to increase crash rates by four times, and hands-free headsets are not associated with significantly less risk (“The teen driver”, 2006). In a study done on the effects of hands-free cell phone usage and driving in a driving simulator, it was found that cell phone conversations slowed participants’ reaction times by 18%, their following distance was 12% greater, and they took 17% longer to recover from speed that was lost following breaking. By implementing no texting while driving, we hope to reduce all risks that occur due to texting and talking on the phone.

According to the National Safety Council, 80 percent of crashes are related to driver inattention. The cost of crashes related to cell phone use is estimated to be at \$43 billion (NSC).there ,le from talking and texting on their phonesWe hope that by inhibiting peop Car crashes are currently the number one cause of .will be more attention on the road We .(2008 ,Vetter and Frotstys)death among teenagers and many occur due to texting .d reduce any unnecessary distractionshope to improve driving safety an

Despite the risks, the majority of teens ignore cell phone restriction while driving. Over 48% of teens between the ages of 12-17 claim that they have been in a car with a teen who was texting and driving. A current study showed that using a phone while driving causes a normal teen’s reaction time to be as slow as a 70 year old. Each year, 21% of fatal teen car crashes were caused by cell phone use and this result is expected to grow 4% each year. Since teen’s do not realize the great danger of texting and driving, all parent’s should buy Keys2SafeDriving in order to physically block incoming calls and text messages. As you can see in the graph below, teenagers and young adults have the highest percent of casualties in a twelve month span.

Deaths and reported injuries by age group



Graph obtained from:

<http://www.transport.govt.nz/research/Monthlyoverviewofcrashstats/>

Laws about Using a Hand Held Device While Driving

Current laws that prohibit the use of handheld cell phones while driving have been implemented but unfortunately have not had significant success. Currently, California, Connecticut, New Jersey, New York, Oregon, Washington, Washington D.C., and the Virgin Islands have primary enforcement laws in place to prohibit cell phone use while on the road. Primary enforcement laws enable a police officer to cite a driver for using a cell phone without any other traffic violation taking place. These primary enforcement laws prohibit all drivers regardless of age or occupation from using handheld cell phone devices while driving at the wheel (Cell Phone).

No state completely bans all types of cell phone use, handheld or hands-free, for all drivers. However, many states prohibit cell phone use by some drivers. 23 states as well as Washington D.C. prohibit any type of cell usage by novice drivers. In 17 states and Washington D.C., school bus drivers are prohibited from all types of cell usage only when passengers are present on the bus (Cell Phone).

Text messaging while driving has been a particularly difficult issue to address. Several states have begun to address the issue directly and pass laws that prohibit text messaging while at the wheel. 21 states, Washington D.C., and Guam currently have laws in place that ban text messaging for all drivers. 15 of these states as well as D.C. and Guam do so by primary enforcement of the law. In the other states, text messaging bans are considered to be secondarily enforced (Cell Phone).

Certain states cite text messaging bans dependent on the type of driver. 9 states prohibit text messaging by novice drivers. One state restricts school bus drivers from text messaging while driving. Some states, such as Maine, New Hampshire, and Utah, treat

text messaging as part of the larger issue of distracted driving. Certain states consider cell phone use to be a driving offense only if the driver is simultaneously at fault for another moving violation. Several municipal localities have enacted their own cell phone or distracted driving laws. It has also become more common for states to include a specific category for cell phone or electronic equipment operation distraction on police officers' accident report forms (Cell Phone).

Attempts to implement laws that prohibit text messaging or any cell phone use while driving have not helped the problem as much as one would hope. Clearly, there is a dire need for a more tangible way to prevent people from utilizing cell devices while operating a vehicle.

On Tuesday January 26th, 2010 the federal government formally barred truckers and bus drivers from sending text messages while behind the wheel, putting its imprimatur on a prohibition embraced by many large trucking and transportation companies. This law was created as a way to eliminate the threat of distracted driving. If drivers of commercial vehicles are caught texting while driving they could be forced to pay a fine up to \$2,750 (Halsey III). Unfortunately, this law is only targeted to drivers using commercial vehicles and the majority of the rest of the cars are allowed to freely text on the road without an regulations. The roads need to be a safer place and with the amount of driver's texting while driving, the roadways are the furthest thing away from being considered safe.

Explanation About Keys 2 Safe Driving

“Keys 2 Safe Driving” is a system that was developed by engineers at the University of Utah. This system acts in two ways by blocking text messaging and phone calls while the car is running. The phone does not turn off but is kept in a “safe driving mode” while the person is behind the wheel of the car. The system is equipped to override this feature if 9-1-1 needs to be contacted for an emergency. The current device developed by Keys 2 Safe Driving costs only \$50, and this is a small price to pay for the countless lives that will be saved.

The “safe driving mode” feature developed by Keys 2 Safe Driving is set to allow phone calls and text messages to come to your phone but the notifications are blocked until after the car is put into park. Voicemails can be left and received once the car is stopped and all missed calls, as well as missed text messages, will be then notified to the driver. In the mean time, a standardized text message reply will go out to both missed phone calls and text messages. This standardized message simply states, “I am driving and will call you when I arrive at my destination.” The system is still being tested since home phones cannot receive text messages and also the reply does not state that it is an “auto-reply” and not an actual reply from the driver (Taryn, 2009).

The device goes around a driver's car keys and once the keys are in the ignition, the Bluetooth is enabled and turns the phone into “safe driving mode”. Even though right now, this device is centered on Bluetooth mechanisms, different approaches can be taken to make it more of a standard feature in all phones.

Benefits of Using this Device

Keys2SafeDriving is a great product that all parents should purchase for their young teen drivers. This device allows parents to know that their children are safe and will be less distracted while on the road. Since this product blocks all text messages and

phone calls, teenagers and young adults will be able to focus more on their driving rather than their phone. This device will help save lives by empowering parents to eliminate cell phones as a driving distraction.

Insurance companies have heard about this new device and are definitely thinking about offering insurance cuts, which could range from 7 to 20 percent (Zhou, 2009). This means that families are likely to switch over to get the insurance break, but phone and car companies should also fight for the device since it will encourage people to switch to their service because they will want the insurance cut.

The most amazing part about this device is the safety that it provides to drivers not only ones that use the phone while driving but also drivers who are victims of this recklessness. Overall, we project that by disabling phones while driving we can reduce the amount of car accidents drastically. Less money will be lost on accidents and more importantly more lives will be saved.

Other Projected Devices

Although Keys 2 Safe Driving is prospected to be the most successful solution to text messaging while driving, there is another device that exists to do just the same thing. DriveAssist is a similar system of advanced call management. The spokesperson, Dave Teater, is a former automotive consultant who joined a team dedicated to developing such a system after his twelve-year-old son was killed in a car accident by a woman who ran a red light while on the phone. The DriveAssist device will be available next year for a nominal fee each month. Individuals that pay the fee will be able to download the application to a cell phone or text messaging device. If the GPS detects driving motion, a signal is sent to the wireless provider. This signal disables any outgoing calls with the exception of 911. It diverts all incoming calls to a custom voice mail that states, "The person you have called appears to be driving". Any text messages received are locked on the phone and do not show up until the car is parked. Nationwide insurance companies have already stated that they will offer policy discounts for anyone that subscribes to use DriveAssist. It is important that Keys 2 Safe Driving not view this other device as a threat, but rather a collaborator; the more devices like this that are in place will only help make accidents attributed to cell phone usage obsolete.

Conclusion

Our colloquium project started as just that, another project for a grade in a class. However, after researching this new device, we became aware that it could greatly benefit our society. The growing technology in today's society allows for people to constantly be on their cellular phone and the obsession with cellular phones has become very noticeable. We all feel strongly about the success that this new device can achieve after getting the right publicity and exposure. We wrote letters to both Verizon Wireless and Toyota Motors in hopes that they can find a way to standardize this device in car keys and make it compatible with the cell phone service. This device has recently been released this past March. So far the device has not gained much attention because of the slim publicity it has obtained. The new device has the power to save many lives and it simply needs to be giving the attention it deserves.

By eliminating texting while driving, whether it is through laws, or the use of bluetooth and new car technology, the total amount of car accidents and deaths would significantly

decrease. Everyone on the road would also be more focused on driving rather than receiving and sending messages to friends and family. Although many, including teens may not be too fond of banning the use of texting while driving it would make the roadways a much safer place and eliminate a lot of unnecessary accidents and deaths that are caused from texting while driving.

The Service Project: Business Plan

Unethical (Satirical) Business Plan

Name of Company:

Text 'N Drive

Founders:

Bridget Alois, Stefania Davia, Amanda Griglak, Courtney Scairpon

Business Description:

For this business, we will implement a device in the console of every car that has a screen and it allows easier access to cellular phones. Text messages will come up right on the screen and you can answer using the keyboard that is also connected to the console. This will allow for faster responses to text messages and even though a person is driving, he/she can more easily access their cellular phone. Also, there will be a setting that allows for incoming phone calls so you can still respond and talk to your friends as well. This way, even if driving down the street to the grocery store, you will never be out of the loop!

This device is geared towards the age group of 17-25, however do not let this fool you because as long as you are driving a car, you can use this great product. The benefits of using the Text 'N Drive device in the car is that everyone will be more in touch with their friends at all times. How many times do friends change plans? Now, plans won't have to be missed simply because you were driving and didn't see a text message until you arrived at your friends house.

Service/Product Description:

This product will be built directly into the center console of the car. It will be below the stereo system so that you can still listen to music and change the radio station as you please. The screen will allow text messages to come up directly on it and by using the new touch screen technology, text messages can be responded to either right on the screen or by attaching the addition external component keyboard that will allow for easier responses to the text messages.

Management Plan:

This is very relevant to the lives of others my age because of the advancements in technology in our generation. We are constantly walking and texting or talking on the phone so as Rutgers University students, we understand the importance of keeping in touch by cell phones.

We will need employees to devise the device and find a way to implement it in all the cars as a standard feature. Once the device is made and the initial template is complete, the instillation of the device just needs to be maintained.

Marketing and Advertising Plan:

We can market our product by having billboard advertisements and also posting

flyers up around campus and at the various phone stores and car dealerships. Once we can get the word out to the thousands of students at Rutgers University, the word will spread by word of mouth. If budget allows, we can have a commercial run on the television.

Financials:

<u>Income Statement (per year)</u>	
Sales of Product	\$15,000
Cost of Goods for the Product	\$4,000
Gross Profit (Sales-Cost of Goods)	\$11,000
Variable Costs (travel, consulting fees, installation)	\$1,000
Fixed Costs (rent, insurance, salaries)	\$2,000
EBIT (earnings before income tax)	\$8,000
Taxes	\$1,000
Net Profit	\$7,000

Issues:

The unethical issues of this business is that we are installing a device in every car that will distract the drivers and cause them to have another distraction while driving. This will increase the car accidents that occur even on a daily basis and also this is assumed to increase the deaths per year because of car accidents. Also, this is unethical because this device is endangering the driver of the car that is using the device as well as drivers of other vehicles that might encounter this driver and can injury or kill innocent parties.

Introduction to the Service Project

Write a letter that will be sent to the correspondence team of Verizon Wireless in order to achieve a standard feature on every phone that is compatible with the Keys 2 Safe Driving. Show all of the phone companies that there will be benefits for them as well because insurance companies are supporting this new device. This means that if Verizon Wireless, or any phone company, picks up the device for their phones and are compliant with the insurance companies, then families will tend to switch over to get the better insurance rates and the phone companies will gain more business. The product is yet to be released but at \$50, all phone companies and service providers can have an advantage over other phone service companies by being first to standardize this feature in every phone company they support.

In addition to writing a letter to Verizon Wireless, we will also send a letter to Toyota Motors and explain the advancements of carrying the services of this device. By sending them a letter and explaining the benefits that they would be presented with, hopefully we can raise their awareness and have the car companies work closely with the cell phone companies and providers and also have them standardize this device.

By raising awareness with Verizon Wireless simply about how people will react to this will be a huge factor in determining if any phone company will pick up the device. Although it is about safety, if Verizon or Toyota feels that consumers will be against the device, they will not standardize the device. There is a great need to push for the device to be installed as a standard feature in every phone.

Letter to Phone Company

Verizon Wireless

Attn: Correspondence Team

20 Alexander Drive

Wallingford, CT 06492

Dear Verizon Correspondence Team,

As students at Rutgers University in New Brunswick, New Jersey, we are writing to you to address an issue that we took on as part of our colloquium project under our professor, Dr. Julie Fagan. We feel strongly about the issues of cellular phone usage and driving and although laws are now being enforced about this issue, we know there is more that can be done. We want to raise awareness and promote a product called "Keys 2 Safe Driving".

Keys 2 Safe Driving is a system that was developed by engineers at the University of Utah. This system acts in two ways by blocking text messaging and phone calls while the car is running. The phone does not turn off but is kept in a "safe driving mode" while the person is behind the wheel of the car. The "safe driving mode" feature developed by Keys 2 Safe Driving is set to allow phone calls and text messages to come to your phone but the notifications are blocked until after the car is put into park. The system is equipped to override this feature if 9-1-1 needs to be contacted for an emergency. The current device developed by Keys 2 Safe Driving costs only \$50, and this is a small price to pay for the countless lives that will be saved. The device goes around a driver's car keys and once the keys are in the ignition, the Bluetooth is enabled and turns the phone into "safe driving mode". Even though right now, this device is centered on Bluetooth mechanisms, different approaches can be taken to make it more of a standard feature in all phones.

This is where we could greatly use your help by looking into this feature and making your phones compatible with the device. Insurance companies already know about the product and are researching it but are talking about having a discount for all that use this device. We know that if Verizon Wireless adopts this device and makes their service compatible, people will switch to keep the roads safer and to have the insurance discount. This is a huge incentive for Keys 2 Safe Driving to be fitting to your phone service. Thank you for your time in reading our letter and your consideration about the issue of cellular phone usage while driving.

Sincerely,

Rutgers University Students

Bridget Alois

Stefania Davia

Amanda Griglak

Courtney Scairpon

Letter to Car Company

Toyota Motor Sales, U.S.A., Inc.

19001 South Western Ave

Dept. WC11

Torrance, CA 90501

Dear Toyota Motor Correspondence,

As students at Rutgers University in New Brunswick, New Jersey, we are writing to you to address an issue that we took on as part of our colloquium project under our professor, Dr. Julie Fagan. We feel strongly about the issues of cellular phone usage and driving and although laws are now being enforced about this issue, we know there is more that can be done. We want to raise awareness and promote a product called "Keys 2 Safe Driving".

Keys 2 Safe Driving is a system that was developed by engineers at the University of Utah. This system acts in two ways by blocking text messaging and phone calls while the car is running. The phone does not turn off but is kept in a "safe driving mode" while the person is behind the wheel of the car. The "safe driving mode" feature developed by Keys 2 Safe Driving is set to allow phone calls and text messages to come to your phone but the notifications are blocked until after the car is put into park. The system is equipped to override this feature if 9-1-1 needs to be contacted for an emergency. The current device developed by Keys 2 Safe Driving costs only \$50, and this is a small price to pay for the countless lives that will be saved. The device goes around a driver's car keys and once the keys are in the ignition, the Bluetooth is enabled and turns the phone into "safe driving mode". Even though right now, this device is centered on Bluetooth mechanisms, different approaches can be taken to make it more of a standard feature in all phones.

This is where we could greatly use your help by looking into this feature and making your car keys come standardized with the device. Insurance companies already know about the product and are researching it but are talking about having a discount for all that use this device. We know that if Toyota adopts this device and makes their car keys compatible, people will switch to keep the roads safer and to have the insurance discount. This is a huge incentive for Keys 2 Safe Driving to be built inside your car keys.

Thank you for your time in reading our letter and your consideration about the issue of cellular phone usage while driving.

Sincerely,

Rutgers University Students

Bridget Alois

Stefania Davia

Amanda Griglak

Courtney Scairpon

Editorials

Bridget Alois
March 24, 2010

Submitted Editorial to: Car & Driver Magazine
1585 Eisenhower Place
Ann Arbor, Michigan 48108
Email: Editors@CARandDRIVER.com

Texting Kills; Get the Keys to Save a Life

Everyday when you put your car in drive and place your foot on the acceleration pedal you are putting an extreme amount of trust in the other drivers on the road. You are hoping that they are as cautious and careful of a driver as you are. However, this is not the case, and driver inattention is the leading cause of car accidents. Today, the majority of drivers on the road are more caught up with texting and talking with family members and friends rather than keeping their eyes on the road and being a safe driver. It has been found that drivers who are texting while driving are 23 times more at risk of a crash or near crash event than a no distracted driver. This has now become a serious problem and something drastic must be done to stop this terror. "Keys 2 Safe Driving" is a system that was developed by engineers at the University of Utah. This system acts in two ways, by blocking text messaging and phone calls while the car is running. However, this device is capable of dialing 911 incase there is an emergency while in the car. With three other Rutgers students, we plan on proposing a petition that will be sent to Verizon Wireless in order to achieve a standard feature on every phone that is compatible with the Keys 2 Safe Driving. It is our hope that this proposal will hit the ground running with Verizon Wireless, because with a cost of only \$50 per phone, this is a very small price for a device that can save a person's life, which is priceless.

Stefania Davia
March 24, 2010

Submitted Editorial to: The Star-Ledger
1 Star-Ledger Plaza
Newark, NJ 07102-1200

Dear Editor:

It is no surprise that driver inattention is the leading cause of car accidents on the road today. Most of these accidents are caused by the improper use of cell phones while driving. I am part of a student group at Rutgers University in New Brunswick seeking to promote public awareness concerning the availability of "Keys 2 Safe Driving".

Keys 2 Safe Driving is a device that is placed around the car keys. Once the keys are in the ignition and the car is turned on, the Bluetooth device becomes enabled and turns the phone to a "safe driving mode." All calls and text messages are stored on the phone and

cannot be received until the car is in park. This system can be overridden only to dial 911.

This device is priced at a nominal \$50, a small price to pay for the number of lives that will be saved. As a group, we have written letters to Verizon Wireless in hopes of achieving a standard feature on every phone that is compatible with Keys 2 Safe Driving. It is time to put an end to unnecessary fatalities on the road. Keys 2 Safe Driving is the right start.

Sincerely,

Stefania Davia

~~AMANDA GRIGLAK~~

~~MARCH 23, 2010~~

Submitted Editorial To: The New York Times
620 Eighth Avenue
New York, NY 10018
Email: letters@nytimes.com

Stop Texting and Driving for GOOD

~~IN TODAY'S TECHNOLOGY BASED SOCIETY, THE USE OF CELL PHONES HAS BECOME MORE AND MORE PREVALENT. PEOPLE WILL BUMP INTO YOU ON THE STREET BECAUSE THEY ARE LOOKING AT THE NEW TEXT MESSAGE THEIR GRANDMOTHER JUST SENT TO THEM. BUT IF PEOPLE CANNOT WALK STRAIGHT WHILE TEXTING, WHY SHOULD THEY BE ALLOWED TO TEXT WHILE BEHIND THE WHEEL OF A VEHICLE?~~

Cells phone have allowed technology to be on the fast track to impressive advancements, however, these advancements have been coming at a high cost. Many people are "obsessed" with their cell phones, especially now that they come equipped with the internet and a global positioning system. This obsession means that people cannot put their cell phone away while driving and need to be texting when they are driving a vehicle.

In 2007, talking and texting on cell phones in New Jersey while driving has become a primary offense and can leave you a couple hundred dollars in fines. Why even have the impulse to send that text message about what time you'll be meeting up tonight or if you should dye your hair dark brown or light brown? With a new device called "Keys 2 Safe Driving," this impulse will be avoided at all costs.

Keys 2 Safe Driving is a Bluetooth device that configures with the key of your car while driving and will put your phone into "Safe Driving Mode." This means that all phone calls and text messages are not shown until the car is either parked or off. Also, it will reply with an automatic response saying, "I am driving, I will talk to you when I reach my destination." This will allow many people to finally beat the impulse to answer a phone call or text message while driving.

Also, Keys 2 Safe Driving will allow 9-1-1 to be dialed out in case of an emergency. This feature even when in Safe Driving Mode will allow the people to dial 9-1-1 if a crisis arises. Keys 2 Safe Driving is in the process of being released but still has a few kinks that are currently being sorted out. However, getting the word out before the release of this device will lead to much greater success rates. Keys 2 Safe Driving is currently being

closely researched by insurance companies and they are talking about offering discounts for people who utilize this device.

Keys 2 Safe Driving is a device that will greatly benefit our society. Technology is a thing of the future and all the advancements come at a particular cost. If we have the opportunity to minimize these costs, then why don't we try to? By encompassing this new device we will be reducing the car accidents and keeping our roads safer for everyone driving. So let's stop the impulse to use cell phones while driving all together and fight for this device to be a standard feature on all new cell phones.

Courtney Scairpon
March 23, 2010

Submitted Editorial to: The Daily Targum
126 College Ave. Suite 431
New Brunswick, NJ 08901
Email: com.dailytargum@oped

Prevent Accidents By Using Keys2SafeDriving

On Cook Campus, four students are raising awareness about a new device called Keys2SafeDriving to help reduce car accidents due to texting while driving. According to a recent student, accidents are twice as likely to happen while texting and driving. This device was created at the University of Utah and actually prevents the cell phone from working while the car is turned on.

This new device encases the car key and communicates either by Bluetooth or radio frequency identification to put the cell phone in driving mode. When a call or text reaches the phone while in driving mode, an automated text message will be sent back stating that the person is currently driving and will return their message once they arrive at their destination. Another great feature about this product is that 911 calls can still go through even in driving mode.

The Rutgers students, Amanda Griglak, Bridget Alois, Stefania Davia, and Courtney Scairpon, are currently writing to several phone services to help spread the word about this great device to help promote safety on the roads.

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