

### **Chair and Members of the Committee,**

My name is Dhruv Maheshwari and I'm the co-founder and CEO of Obvio, Inc – a leading provider of traffic safety technology. I'm writing this written testimony SUPPORTING the passage of SB0613, for distracted driving. As an expert in traffic safety & technology, our company (along with others) have invented technology that can help end the epidemic of distracted driving, while protecting the privacy of individuals & reducing the burden on law enforcement. Below is more information the technology, how it can be used for automated enforcement and background on our company.

### **Privacy-Preserving Distracted Driving Solution**



Obvio's state-of-the-art distracted driving solution is focused on solving one of the deadliest problems in road safety today.

- **Hand-held Device Detection:** detects usage of cell phone in hand, while vehicle is in motion
- **On-Device Anonymization:** Preserves privacy & removes bias by blurring driver & any person (in vehicle or on street) & converting footage to black & white. *This all occurs on-device before the violation video is uploaded.*
- **Industry-leading Privacy Focus:**
  - Only violation videos & evidence leaves the device
  - All data on device is destroyed within hours (as per legislation & municipality preference)
  - No facial-recognition possible (since videos are blurred & anonymized instantly)

- Public safety agencies retain 100% ownership of their data and have the sole authority to determine authorized users on their accounts
- Advanced auditing and compliance measures: all access to data is secured, with meticulous logging of who accessed any image & when
- Strict Sharing Policies: Obvio does not share any footage or data with third parties, including repossession companies, towing companies, or other commercial entities.

## Usage for Automated Enforcement



Montgomery County Police Department  
Automated Traffic Enforcement Unit  
Post Office Box 10549  
Rockville, Maryland 20849

### CELL PHONE USAGE VIOLATION

You can watch color video & images, and pay with  
Visa/Mastercard at: <http://letsdrivesafer.com>

**CITATION #:**

**PIN:**

Date: September 25th, 2024

To: John Doe

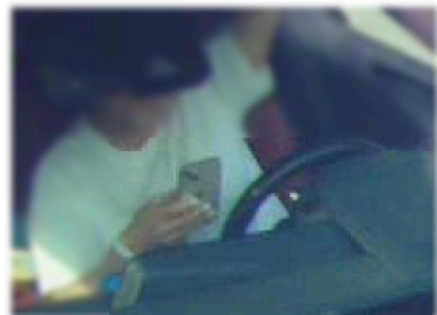
Please take notice that the vehicle described and pictured herein was captured using Cell Phone in hands, at the location, date, and time specified below, in violation of Title \_\_ Subtitle \_\_ of the Transportation Article. Therefore, under Maryland State Law, Transportation Article \_\_-\_\_, as the registered owners) or lessee (six months or more) you are liable for the violation. Unless you elect to go to court, a civil penalty in the amount of \$\_\_ must be paid by the due date shown on this notice.

**PAYMENT OF THE PENALTY AMOUNT FOR THE VIOLATION WILL NOT RESULT IN POINTS AND CANNOT BE USED TO INCREASE YOUR INSURANCE RATES.**

**WARNING: FAILURE TO PAY THE PENALTY SHOWN, OR TO CONTEST LIABILITY DESCRIBED IN THE NEXT PARAGRAPH IS AN ADMISSION OF LIABILITY AND MAY RESULT IN THE REFUSAL OR SUSPENSION OF THE MOTOR VEHICLE REGISTRATION.**

You must pay or contest this citation by the due date noted below. If you appear in court, the maximum amount you can be charged is \$500.00 fine plus court costs.

Recorded images are evidence of a violation of the Maryland law requiring that vehicle must come to a complete stop before the Stop Sign.



The detection can be used to support driver monitoring systems similar to speed, red-light and other types of monitoring systems. Evidence captured would include video evidence of the

vehicle in motion, front (or back) license plate photo, and a privacy-focused image of the behavior in action.

These systems can be entirely cost-neutral to municipalities as the cost of this technology has been reduced significantly and can be covered by citation revenue. Any additional citation revenue collected can be used to fund pedestrian safety initiatives (education, check-points, engineering and more).

## Obvio Background

Obvio is a Silicon Valley-based technology company, dedicated to improving road safety for our communities, schools, and neighborhoods. As parents ourselves, we started feeling a sense of anxiety on our way to school pick-up & drop-off in the mornings and afternoons: more drivers are speeding, skipping stop signs, using cell phones while driving, than ever before. It doesn't feel quite as safe to let our kids walk to school as it used to be. The stats reinforce this feeling – in 2023, there were close to 41,000 people who passed away due to a traffic crash; 1,100 of whom were children. Our mission is to change this both for our children and for everyone on the roads: pedestrians, bicyclists, and other drivers.

The founding team has a long history of building traffic safety technology that actually works. Prior to founding Obvio, the team spent years building traffic safety cameras for Motive Technologies. We deployed over 150,000 products across commercial trucks, helping reduce traffic crashes in vehicles by over 25%.

Maryland Experience: Municipalities such as Berwyn Heights, Colmar Manor, Morningside, Capitol Heights, and Brentwood are using Obvio to implement stop sign enforcement solutions that help improve road-safety for pedestrians in school zones.

## Conclusion

We believe technology has sufficiently advanced to support the needs of public safety and we strongly encourage the committee to move forward with this pilot legislation to help the country solve a critical problem.

Thanks,  
Dhruv Maheshwari  
CEO, Obvio Inc.

