



acusensus



## 'HEADS UP' CASE STUDY VISION ZERO SOUTH WEST

*“Working with this pioneering technology around distracted driving and lack of wearing of seat belts, we have a proactive capability to enforce 2 of the ‘fatal five’ causes of serious collisions.”*

*Adrian Leisk, Head of Road Safety, Devon & Cornwall Police*



6 week operation, summer 2023



**1,045** using a mobile phone



**1,329** not wearing seatbelt

*“We have exciting plans to work together in the coming months to pioneer the latest iteration of detection capability into the UK.”*

### CUSTOMER

Vision Zero South West is the road safety partnership working to stop all fatal and serious collisions in Devon & Cornwall by 2040.

[www.visionzerosouthwest.co.uk](http://www.visionzerosouthwest.co.uk)

### PROBLEM

In 2021, 47 people were killed and 647 were seriously injured on the roads of Devon and Cornwall. That number **MUST** come down. It is known that distracted driving and not wearing a seatbelt both have a significant impact on the risk and severity of serious collisions.

### SOLUTION

Two Acusensus ‘Heads Up’ trailers were operated in the region, allowing for 24/7 monitoring of all vehicles travelling through selected sites. These systems provided clear evidence of the size of the problem, allowing the partnership to identify, understand and where appropriate prosecute these behaviours.



[www.acusensus.com](http://www.acusensus.com)



## ANYTIME, ANYWHERE

The 'Heads Up' trailer is an extremely flexible tool, allowing for monitoring to take place on virtually any road type, from 20mph limits through to high-speed motorways. Because of the advanced imaging and illumination technology used, violation records can be captured 24/7, even with vehicles travelling at high speed. Two camera angles allow views that capture both 'phone to ear' and 'phone held low' behaviours.

AI software acts as a powerful pre-filter, automatically flagging up likely violations for human review, allowing thousands of images to be evaluated in real-time, without the risk of boredom or inconsistency that would come from a human viewer.

The specific geometry and components used by the system are optimised to produce evidential records, suitable for prosecution purposes. Violation records include a GPS time and location stamp, supporting potential prosecutions.



## BACKGROUND

Acusensus was created in 2018 with a simple focus - to deliver a new technology solution that would address the growing toll of distracted driving. The business vision was to research, develop, commercialise and ultimately deliver the 'Heads-Up' system - an AI based camera solution to automatically flag up instances of distracted driving for subsequent human review.