How to Improve 12% of Your Life
Commute Time Wasted Underutilized

100M Commuters Driving Alone (US)

45 minutes Average Daily Commute

300 quiet minutes monthly

250 hours every year ... some of which could be used for learning

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Figure 1: Risk Odds Ratios Determined by the 100-Car Study Analyses and Two

Study FMCSA Analyses - NHTSA 2013
Manage Driver Attention for Optimal Driving Performance

Driver Performance (animation)

- **Suboptimal Zone**: Laid back, bored, too relaxed
- **Safe Zone**: Low required attention, high performance
- **Stress Zone**: Anxiety, Panic, Anger, Fear, Stress

Driver Emotional Arousal

- **Low**
  - Safe Zone: High performance, low required attention
  - Suboptimal Zone: Low performance, low required attention
- **High**
  - Stress Zone: High performance, high required attention

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Market Opportunity

LingoFit V.1

- **$41M/yr** Drowsy- & Distracted-Driving Prevention
- **$20M/yr** Pre-meeting Preparation
- **$36M/yr** Teen Driver Monitoring
- **$20M/yr** Language Practice

- **$450B** Yearly cost of Car Accidents (US)
- **$200M** Attention Monitoring (UBI)
- **$20M** Pre-meeting Prep.
- **$36M** Teen Driver Monitoring
- **100M** Commuters (US)

- **1M** Mkt. Opp.
- **1M** LingoFit
- **300k** Mkt. Opp.
- **300k** LingoFit
- **360k** Mkt. Opp.
- **360k** LingoFit
- **200k** Mkt. Opp.
- **200k** LingoFit

- **9M** teens
- **6M** Sales & Teachers
- **20M** non-native

- **2017**
- **2018**
- **2019**

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**Architectural Overview**

- **Eyes on road**
- **Hands on wheel**

**Elements of the Architecture**

- **Heartbeat & Skin**
- **Evaluate Driver Stress**
- **Model Driver State**
- **Evaluate Car “Stress”**
- **Evaluate Traffic, Weather**
- **Model Driving Context**
- **Analysis Driver Attention**
- **Model Driver Behavior**
- **Track Performance Scores**
- **Stimulating Mind Exercises**
- **Audio Feedback to Driver**

**Decision Flow**

- **Margin in Driver Attention?**
  - **no**
  - **yes**

**Implementation**

- All functions implemented on the phone

**Opt. biometrics** from wearable bracelet / watch
Solution - Architecture

“Guardian Angel” to warn drivers discretely when they are
• Distracted
• Drowsy
• Inattentive

Hands-free & Eyes-free

Vehicle and Context-aware operations

“I don’t know how you got my number up here, but I do not need any afterlife insurance!”

On safe, traffic-free stretches of road, when driver’s attention exceeds the required level LingoFit offers mind fitness exercises

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Learning = Cadenced Repetions

Attention Monitoring System manages Personal Assistant’s operation

LingoFit only speaks when it’s safe to engage

Research shows that meaningful repetition of a word 100+ times keeps it in long term memory

Memory retention of a new word most effective with increasing intervals between repetitions

I am your Personal Assistant and will help you with language practice.

http://www.thepolyglotdream.com/forget-it-the-secret-of-remembering-words/

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Learning = Repeated Practice

Learning “in context” by ...
- Fulfilling immediate needs
- Real time scenarios, in the moment learning
- Visualization
- Raising motivation

We are entering a bridge! B-R-I-D-G-E
Pronunciation Correction

- Practice hearing
- Imitate spoken words/sentences
- Record yourself
- Practice daily
- Get used to sounding awkward
- Feel free to experiment
- Get accurate feedback and objective scores
Cadenced brief spoken responses to questions stimulate brain activity and prevent insurgence of drowsiness or sleepiness.

LingoFit offers mind exercises in forms of carefully designed memory-jogging question-answering sessions.

Driving conditions and driver responsiveness determine appropriate pacing and richness of the content.”

Example: sales person driving long distance to an important meeting ...
Preview of LingoFit’s Training Mode

Verbal Interactions
Audible Warnings
Day/Night View
Color-coded Feedback

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Evaluation of Prototype

https://www.youtube.com/watch?v=9Fs0PrGFKE

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