PRESS
INVITE – IFA Berlin, Hall 9/319

Anti Sleep Pilot announces European roll-out plans

Following the recent successful launch of Anti Sleep Pilot in the UK and Belgium, ASP is now ready to launch across the rest of Europe

To set up a show interview, receive further information, images or a review unit, please contact: jl@antisleeppilot.com

Copenhagen, Denmark, 1st September 2011 – Anti Sleep Pilot®, an innovative, scientific and affordable in-car system for monitoring driver alertness levels to prevent fatigue-related traffic accidents, today announces that it will be available for product demos or meetings at this year's IFA Berlin Sept 2nd to 7th. Following the successful launch in UK and Belgium, Anti Sleep Pilot is keen to look for partners and opportunities in other European markets including Germany, France, Spain and Italy to continue its ambitious European roll-out plans.

According to a report from the UK Department for Transport, approximately 20% of collisions on motorways are caused by fatigue, resulting in injury or fatality, costing the UK society an estimated £1,600 million per year[1]. Swedish research indicates that as high as 40% of all fatal single vehicle accidents are fatigue related, making fatigue one of the biggest challenges in traffic safety today[2].

"We've been overwhelmed by the response that the Anti Sleep Pilot has received around the world" says Troels Palshof, CEO and founder of ASP Technology. "It's clear that we have hit on a problem which is found throughout the world. Driver fatigue causes too many deaths and we believe it will also be the next big focus for road safety campaigners. By launching the Anti Sleep Pilot®, we hope that we can help reduce this sad statistic and make motorists more attentive to their tiredness levels."

Unlike solutions offered by a limited number of luxury carmakers, Anti Sleep Pilot is not designed to wake up a driver once fallen asleep, as this is often too late to prevent accidents. Instead, Anti Sleep Pilot helps drivers to avoid getting into dangerous situations caused by tiredness.

The dash-mounted device calculates the driver's fatigue level during a drive, maintains alertness through simple tests and advises with a light and sound signal when to take a preventive break before the fatigue level becomes critical.

Before using the device the first time, the drivers take a short questionnaire to find their individual risk profile. To predict driver fatigue, Anti Sleep Pilot combines this profile with drive data that automatically registers via built-in sensors. The data includes time driven, time of day and reaction time to simple tests, which also serve to maintain alertness. In total, the device uses 26 scientifically validated input parameters to calculate driver fatigue.

Ideal for both longer drives and daily commuting, each Anti Sleep Pilot can be used by a limitless number of drivers, as long as they have undertaken the risk profile questionnaire. Additionally, as the Anti Sleep Pilot is attached to the dashboard via a magnetic sticker, no installation process is required and it can be retro-fitted to every vehicle.

Ole Norregaard, a specialist in sleep medicine and chief physician at Aarhus University Hospital, added: "If we are to reduce the number of road traffic accidents related to tiredness and the lack of sleep, motorists have to become better at taking breaks and avoiding driving while tired. Anti Sleep Pilot objectively aims to warn drivers when they are too tired to drive."

Pricing and availability

The Anti Sleep Pilot costs EUR149.95/£129.95

For availability, please visit www.antisleeppilot.com

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About ASP Technology, Ltd.
ASP Technology, Ltd. is a Danish entrepreneurial company. Since 2006, the company has worked intensively to develop scientifically-based solutions that can help people avoid the problem of driving fatigue. The solution is fully developed, tested in practice and has been available in the Danish market since October 2010. Anti Sleep Pilot has been developed over the course of four years, involving more than 125 individuals, including sleep scientists, designers, mathematicians and road traffic and electronics engineers. Its inception came from CEO Troels Palshof's frightening experience of falling asleep behind the wheel after a late night meeting. Having discovered that there was no product on the market to tackle the issue of driver fatigue, Palshof created Anti Sleep Pilot.

For high resolution images please visit: www.antisleeppilot.com/press

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[1] Department for Transport, Road Safety Research report No. 110: "Fatigue Risk Management Systems: A Review of the Literature" (September 2010).

[2] Swedish National Road and Transport Research Institute, 2008