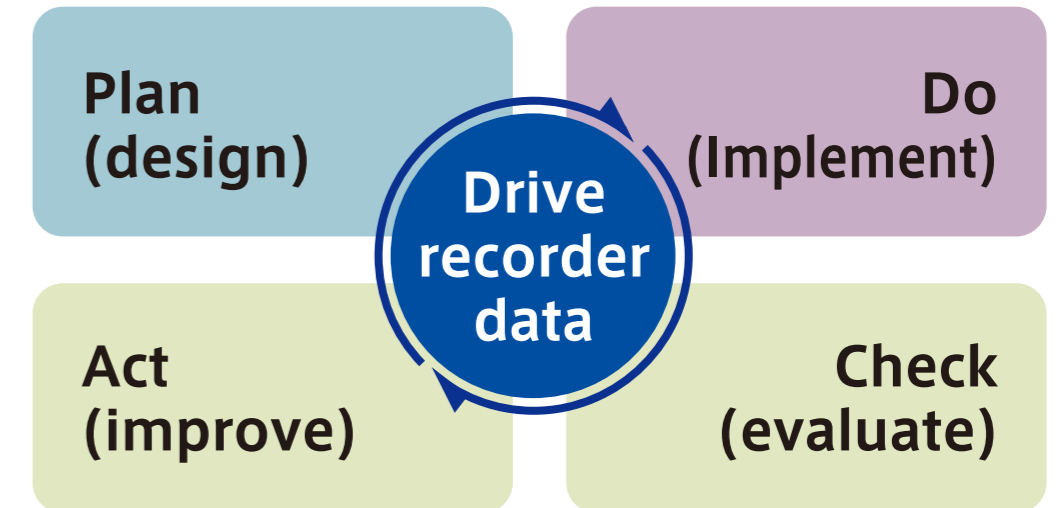


Sophisticated and Efficient Road Traffic Measures using ICT Technology

ICT기술을 활용한 도로교통 시책의 고도화 및 효율화

We promote regional and driver safety by using drive recorders to

- Implement traffic safety measures that address accident-prone areas and their causes.
- Encourage safe driving behavior by using near-miss data to provide individualized driving diagnostic reports and safety education to drivers.



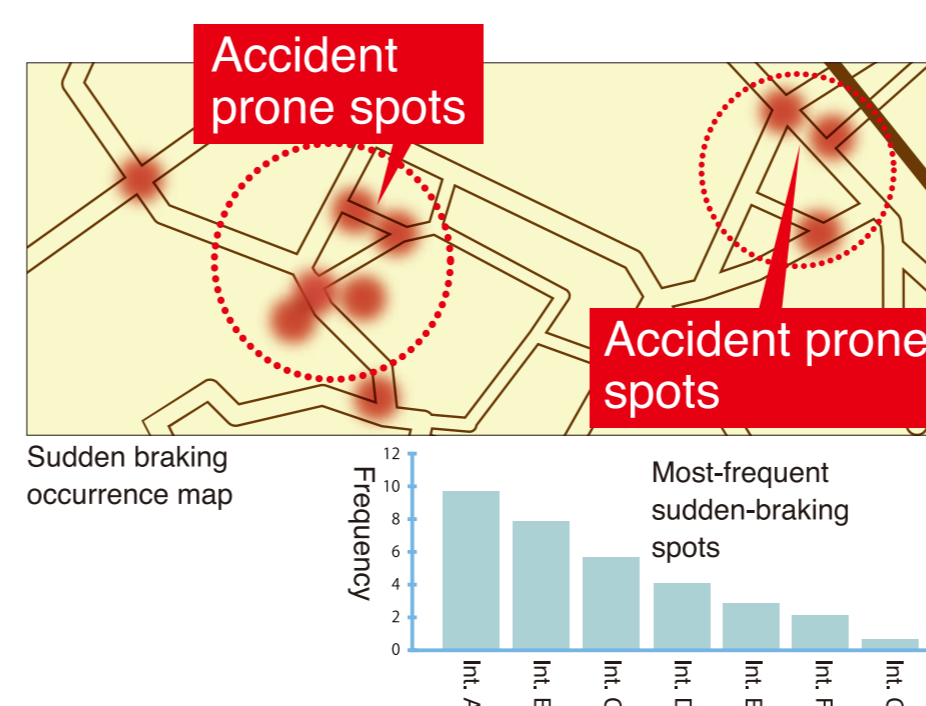
Plan - Design Countermeasures

Collect probe data (e.g. sudden braking)
Use data to visualize accident-prone areas and identify the causes of accidents

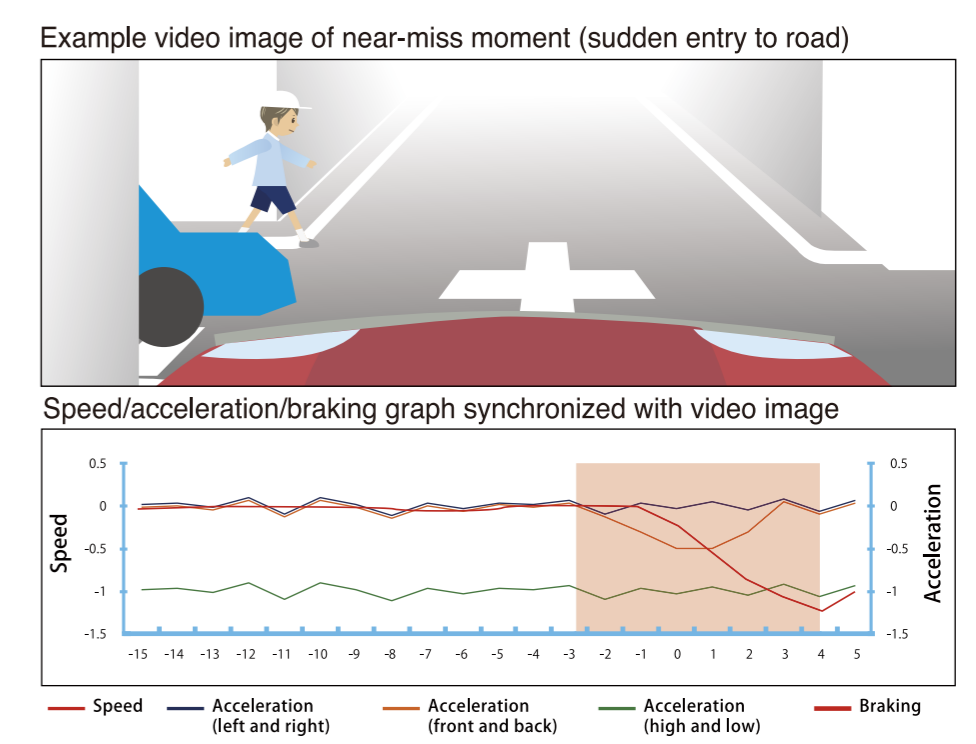
Drive recorders are installed to collect probe data, including abrupt braking or steering.



Probe data is used to visualize accident-prone spots and identify areas for improvements.



Video data is analyzed to determine road conditions and other factors that lead to accidents.



Do - Implement Countermeasures

Introduce more effective measures
Provide safe driving education to improve driver quality

Analyze previously unknown accident circumstances and propose effective countermeasures.



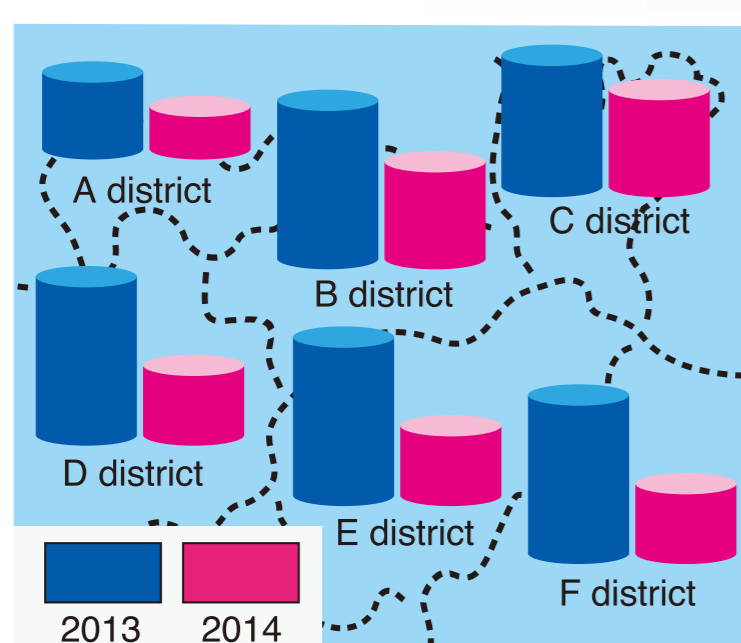
Example of measures to prevent speeding when proceeding to a major road.

Provide safe driving education that focuses on accident-prone areas and encourage safe driving behavior.



Check and Act - Evaluate and Improve Countermeasures

Verify the effectiveness of implemented countermeasures
Introduce improved countermeasures if existing ones are inadequate



By using data collected by drive recorders, we verify if incidents like sudden braking have decreased since countermeasures were implemented. If there is no obvious improvement, we examine how to correct existing measures or submit additional ones. We are committed to reducing traffic accidents through the implementation of PDCA cycle management.