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For Immediate Release

## DisplayRide introduces the Model M2 Rideshare Monitoring Platform (RMP) – an intelligent safety-cam solution for the mass-market

*The Model M2 delivers intelligent dash-cam capabilities, focused around safety & customer service, at a dramatically reduced cost.*

**San Jose, CA, USA, October 29<sup>th</sup>, 2019.** DisplayRide, an innovator focused on enhancing the rideshare experience, announced the introduction of Model M2, a new variant of its industry leading Rideshare Monitoring Platform (RMP). The Model M2 makes available intelligent dash-cam capabilities that address growing concerns around safety in the rideshare market, at a dramatically lower cost than substitute solutions.

The Model M2 allows for secure video monitoring inside and outside of a vehicle during a ride and makes available, in real-time, the raw video footage. This video documentation can be viewed on demand and can be used for any post-incident investigation and also for improving customer service. Periodic announcements are made during the ride alerting/reminding that the ride is being recorded, and serve to act as a deterrent for potentially unprofessional conduct.

Extensive analytics is also available for Rideshare & Fleet-share companies employing the M2 for their fleet of vehicles. The Model M2 platform uses readily available off-the-shelf hardware to optimize scalability, cost and performance.

**Benefits:** Serving as a potential deterrent for undesirable incidents, the M2 provides an additional level of reassurance for passengers & drivers - a competitive differentiator in a market where serious incidents are becoming increasingly common. In addition, having a neutral recording of any event ensures transparency, eliminates inaccurate assessments, protects against false accusations & litigation and can also potentially reduce insurance costs as well. The unedited video recording is also tremendously helpful in identifying how customer experience can potentially be improved. The Model M2 is not only first-to-market but also costs significantly lower than most standard dash-cams (with much less functionality).

'With the Model M2, we have a platform that provides the scale & features expected of an enterprise solution while catering to mass market usage', said Abdul Kasim, CEO of DisplayRide. 'The benefits & the economics of the offering should frankly make it a no-brainer for deployment by Rideshare companies and their driver-partners'.

'We have field-tested the platform extensively and are confident about its ability to scale and deliver solid performance', added Navin Jethani, CTO of DisplayRide.

The Model M2 is available for deployment. DisplayRide is working with telecom service providers globally to offer it as a service, and further increase its appeal by enabling simplicity, scale and convenience.

For more information on the Model M2, please contact: [info@displayride.com](mailto:info@displayride.com)

### About DisplayRide

DisplayRide's mission is to enhance the rideshare experience, for riders, drivers and the rideshare companies. Founded in 2017, the company's flagship platform offers features aimed at improving safety and efficiency, and potentially, monetizing opportunities. For more information, please contact us: [info@displayride.com](mailto:info@displayride.com). All names and trademarks included above are the property of their respective owners.