

FOR IMMEDIATE RELEASE

DisplayRide Launches AI-Powered "Protect Against Deactivation" (PAD) to Assist Rideshare Drivers

Milpitas, CA – Jan. 28th, 2025 – DisplayRide Inc., a leader in gig mobility safety solutions, unveiled **Protect Against Deactivation (PAD)**, an AI-driven feature on its industry-leading Rideshare Monitoring Platform, to help rideshare drivers proactively avoid deactivation by identifying and addressing potential issues before they escalate.

A Critical Industry Challenge

Driver deactivation is a major issue in the ride-share industry, creating a **lose-lose scenario** across the value chain. Drivers risk **financial loss, emotional distress, and even legal consequences**, while rideshare companies face **liabilities, brand impact, and workforce instability**.

AI-Powered Prevention

Leveraging **Google's Vertex AI**, PAD **continuously monitors driving telematics and cabin behavior**, assigning a **numeric risk score** that indicates the likelihood of deactivation based on observation and measurements during a ride. Identifying problematic behavior – whether intentional or inadvertent – and providing prompt actionable feedback can help drivers correct issues and improve future performance before they escalate.

AI-only monitoring ensures privacy & the scores, footage and feedback is, as usual, accessible only to the driver. Drivers can opt out at any time.

Empowering Drivers to Stay on the Road

*"Rideshare drivers often work long hours, come from diverse backgrounds, and navigate difficult passenger interactions," said **Abdul Kasim, CEO of DisplayRide Inc.** "This leads to unintentional actions that can potentially culminate in them being deactivated. PAD gives drivers the insights they need to stay compliant, operate safely, avoid the hassles of a deactivation and protect their livelihood".*

Availability

PAD is now available **at no additional cost** for all DisplayRide users. Cabin behavior uses sentiment analysis & other advanced AI models, and may occasionally be flagged incorrectly. While we strive to continually improve, we believe that overstating may be a better alternative to the impact of a deactivation.

About DisplayRide

DisplayRide is a **pioneer in AI-powered safety solutions for gig mobility**, delivering innovative dashcam technology that enhances **safety, accountability, and efficiency** for ride-share drivers. Powered by **Google's Vertex AI**, DisplayRide ensures real-world impact while prioritizing **privacy and usability**. For more information, visit www.displayride.com or contact info@displayride.com