

FROST & SULLIVAN

LIGHTMETRICS

2022
TECHNOLOGY
INNOVATION
LEADER

NORTH AMERICAN
AI-ENABLED FLEET
DASH CAM INDUSTRY

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. LightMetrics excels in many of the criteria in the AI-enabled fleet dash cam space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Market Overview

Frost & Sullivan’s independent research reveals that fleets must improve safety and driving practices while reducing risks through the use of advanced safety technologies according to the Federal Motor Carrier Safety Administration’s safety compliance and enforcement program¹. Fleets evaluate the return on investment of safety solutions based on the system’s ability to improve driver behavior and performance, directly influencing the operating economics and collision costs. The rising global awareness for video safety solutions has drawn the attention of telematics and safety system vendors to enter the market. Frost & Sullivan’s research finds that the globally connected truck telematics market is forecast to reach an installed base of about 36.5 million, totaling \$11.5 billion in revenue through service subscriptions alone. The findings indicate an installed growth rate of approximately 14.4%, significantly higher than the findings in 2020.² The rise in global figures is highly due to the sharp increase in video telematics revenue. Video telematics is one of the critical aspects that will harbor growth in the globally connected truck telematics ecosystem in 2021. In addition, companies transitioning to having connected trucks and adopting video safety solutions are likely to gain a competitive edge and customer growth in the next few years.

¹ Global Truck Video Safety Solutions Market, Forecast to 2025 (Frost & Sullivan, January 2020)

² Connected Truck Telematics, Outlook 2021 (Frost & Sullivan, July 2021)

LightMetrics: The Agnostic and Proficient Solution

Frost & Sullivan recognized LightMetrics in 2017 for its ongoing pursuit in video safety software solutions. Frost & Sullivan once again acknowledges the company for the Technology Innovation Leadership Award as a leading provider in the artificial intelligence-enabled video solutions market. LightMetrics provides video telematics solutions that make commercial vehicle fleets safer and more efficient using AI on the edge and video analytics. Using extremely efficient neural net inference algorithms that work on affordable hardware, LightMetrics makes the benefits of AI on the edge and in-cab coaching for drivers more accessible to fleets globally. RideView™, the video telematics platform offering, consists of software on the edge and on the cloud. The edge software includes extremely efficient AI inference that can analyze video from road and driver facing cameras in real time. Metadata including event videos uploaded to the cloud are used to provide analytics accessible through REST APIs. LightMetrics provides a fleet dashboard and an optional driver app which can be rebranded helping partners go to market fast. Amidst the growing competition, LightMetrics stands out with RideView™ supporting multiple dash cam options at different price points with different feature sets. The advantage this provides any large TSP is that they can address their installed base more effectively with a tiered solution – not just in software but also in hardware. The engineering and support effort is the same because the backend is unchanged – providing a homogeneous UX to the fleets regardless of what camera they use.

Helping partners provide more value to fleets through video telematics

LightMetrics works with telematics service providers (TSPs) – augmenting telematics data with insights from video to provide fleets with the data and insights they need to make their businesses safer and more

“LightMetrics’ hardware-agnostic model offers choice to clients helping them target customer segments more effectively as well as explore new markets. The company provides options between direct integration of application programming interfaces into clients’ existing dashboards, or rebranding LightMetrics’ existing dashboards with single sign-on(SSO) and iFrame based light integrations; thus, video telematics can integrate into existing telematics services with ease.”

***- Mia Martinez,
Best Practices Research Analyst***

productive. Video on demand helps fleet managers exonerate their drivers and protect the fleet against fraudulent claims. AI on the edge helps prevent bad outcomes by detecting risky driving and providing real-time in-cab coaching with audio notifications. Instances of risky driving are uploaded to the cloud – metadata and event videos. The camera also provides live location and live video streaming features – always providing fleet managers real-time visibility.

On the backend, whether it is through REST APIs or through the rebranded fleet dashboard, the focus is on making fleet managers more productive with less effort. Fleet highlights shows AI curated riskiest videos for a fleet manager to review. A list of drivers

who are driving safely and drivers who need coaching is provided. For drivers who need coaching, a fleet manager will know what behaviors the driver needs to be coached for with handy examples of real-life videos to make the point. The driver coaching workflow supports both in-person and remote coaching (through the app).

Further, the cameras are self-install with automatic calibration which means anyone can install the camera guided by the installer app provided by LightMetrics and the truck is off duty for the least amount of time.

The Rising Growth of LightMetrics

LightMetrics continues to excel with its hardware agnostic video telematics platform approach as it grows in various opportunities in partnerships and product developments across the globe. In 2020, the company expanded in the United States and Canada. Currently, it is penetrating the Australian market and plans to reach Africa, Brazil, and Southeast Asia in the future. As of December 2021, the company is enhancing its DMS offering by detecting drowsiness and identifying the cause of distraction in addition to detecting distracted driving. LightMetrics offers comprehensive safety features with AI for both road and driver facing cameras – detecting risky driving whether it be tailgating, speeding, stop violations, poor lane keeping or distraction and drowsiness. Fleet managers get visibility into driver behavior and can coach drivers effectively using an intuitive and easy-to-use coaching workflow. Therefore, LightMetrics minimizes accidents and improves the safety of fleets and drivers overall.

LightMetrics presently focuses on standalone dash cams and offers more than five dash cams as part of its portfolio to its customers and their needs in the market. Recently, driver monitoring systems (DMS), rebranded fleet portal, rebranded driver mobile app and tools for TSPs to manage the video telematics installation in the field have been the newest additions to the company's portfolio. By launching with the rebranded portal, customers can rebrand at any place and time while significantly cutting down the go-to-market time. To better support its customers who manage thousands of dash cameras in the field, LightMetrics provides tools for customer support teams to proactively analyze camera health and data usage patterns so that TSPs can provide a great experience for their fleet customers. Frost & Sullivan commends LightMetrics for supporting its customers with its proficient solutions to improve safety and reaching new growth opportunities in the market.

Conclusion

The demand for video safety solutions in the global connected trucks and telematics market continues to increase as more fleets better understand the benefits. LightMetrics offers efficient solutions to enhance driver and fleet safety for camera manufacturers and telematics providers within the video safety solutions market. The company continues to garner success with its hardware agnostic platform, Rideview™ services that provides TSPs an easy integration and fleet customers a dashcam solution that fits their need the best. LightMetrics is an end-to-end video telematics company with in-house expertise in system software on cameras, AI on the edge, cloud software, dashboards and applications. With the industry knowledge and best practices gained from working with leading TSPs globally and the in-house technology expertise, LightMetrics is in a unique position to stay on top of the ever-evolving video telematics landscape with respect to fleets needs globally. With its strong overall performance, LightMetrics earns Frost & Sullivan's 2022 North America Technology Innovation Leadership Award in the artificial intelligence-enabled fleet dash cam industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

