

ESCORT Live!

From flashing headlights to using CB radios, drivers have always found ways to connect for safer driving. The leader in high-performance radar detection came to Mutual Mobile to take that collaboration even further.

CHALLENGE THE DRIVING STATUS QUO:

ESCORT introduced a game-changing proposal to Mutual Mobile: create an entirely new service for radar detectors by linking the hardware through mobile.

With over 2 million detectors on the road, ESCORT saw huge potential to use individuals' driving data and GPS locations to help other drivers navigate upcoming challenges.

This innovation would keep ESCORT well ahead of the competition and generate the first proprietary database of crowd-sourced driving information on the market.

PUTTING DRIVERS FIRST:

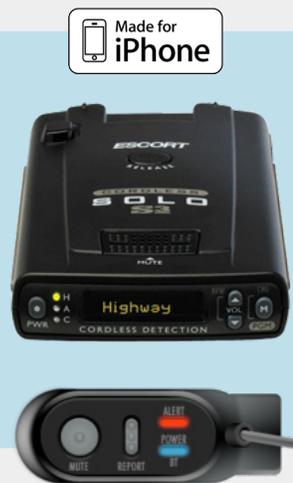
By integrating the iPhone and Android into its suite of in-car radar detectors, ESCORT became the first radar detector to push real-time data to the cloud.

The ESCORT Live! app tracks drivers' GPS location and speed, and uses that data to signal upcoming alerts in the DEFENDER database. Drivers can choose to report new threats to the server, effectively updating the DEFENDER database and warning nearby drivers of obstacles.

Designed for minimal intrusion, the app features a clean interface, controlled entirely through simple gestures.

HIGHLIGHTS:

- Shares real-time information from drivers across the nation
- Integrates with over a million active ESCORT radar detectors
- Provides a driver-friendly mobile system for reporting alerts
- Cultivates a proprietary database of driving information



A SOCIAL NETWORK FOR THE ROAD:

By unlocking radar detector data, ESCORT Live! gives drivers control of real-time traffic data like never before.

The app moves the detector beyond the confines of the car and into the cloud for faster reactions, smarter traveling, and a safer driving experience.

	2012	10 Best Technology Advances Award
	2012	Best New Mobile Electronics Product
	2012	Editor's Choice Award
	2012	Innovations Award, Design & Engineering

ESCORT Live! users reported over 250,000 Live Alerts within three months of the app's release.

