

# GIS SOFT joins forces with the Intellectual Property Institute of Chulalongkorn University and Sigma N



GIS SOFT joins forces with the Intellectual Property Institute of Chulalongkorn University and Sigma N to develop the “KUBDEE” innovative technology (good driving), expanding the customer base from premium cars to auto insurance companies, and extending the campaign to the government sector according to more trips in 2019

GIS SOFT Co, Ltd in collaboration with the Intellectual Property Institute of Chulalongkorn University and Sigma N Co, Ltd innovated the “KUBDEE” (Good Driving) technology to increase the driving safety by installing the car with a camera using telematics technology to notify the level of safety driving, capture the data, and assess the driving scores. This technology can support all platforms, satisfy the automotive market, and respond to the modern lifestyle of new generations to be aware of road safety. The use of car camera to capture accidents aims for auto insurance companies, customers and government agencies to see the importance of a car camera to help reduce the risk of an accident. It is expected to get a response of 5-10% next year (2019), emphasising the provider of a professional development of Geographic Information System applications (GIS) for over a decade.

Thapanee Chitpukdee, Assistant General Manager, GIS Soft Co, Ltd, said “GIS SOFT believes that the “KUBDEE” (“good driving”) car camera technology has a very good idea and intention to boost the prevention and reduction of potential accidents. The “KUBDEE” camera serves two main purposes: 1) Driving alert and 2) Record driving information and events such as speed, braking, turning, etc, and then these big data are analysed by Telematics, Big Data Analytics and Spatial Analytics to assess driving scores for drivers as to improve their driving style. GIS SOFT has tailored KUBDEE solution based on expertise and experience for over 12 years in GIS, GPS, Navigation and Telematics technology. In addition, we have skilled personnel devoted to developing applications for all platforms. We also have specialized data scientists to explore the patterns of data relationships, thus, enhance organizational knowledge and expand the market and customer segments as well. ”

Car insurance companies can make use of this solution to help increase the safety of the insured with a driving alert system that diminishes the risk of potential accidents and losses, and the ideas from driving information may also be introduced to the Office of Insurance Commission (OIC) to try a new way to calculate premiums that are appropriate for car users. For instance, calculation based on the actual use of insurance or usage-based insurance (UBI) will benefit both consumers and insurance companies.

For customers who install the “KUBDEE” camera, in addition to driving more secure from alert systems, they can also download the KUBDEE application that gives them driving feedbacks along with tips to help drivers improve their driving style which can lessen accidents or even if an accident occurs, “KUBDEE” camera can clearly capture that incident.

Relevant government agencies should be aware of the benefits and use them together with incentives to reduce any form of accidents. This will help ensure the road safety effectively,

especially travelling during various festivals that we often witness a high rate of accidents and a score of deaths. As a result, the government can cut back on significant loss of human resources, costs of medical care and disability care.

KUBDEE (Good Driving) is innovative solution to enhance safety driving, using GIS SOFT's unique featured technology, from the strengths of world-class quality cameras, fully integrated data analysis system by Telematics, Big Data Analytics and Spatial Analytics, to uncover the hidden causes and find out what links that information is called Telematics Insights. Research from experts in the insurance industry makes the solution well-suited for all parties by Telematics Technology. It has been known and used in the auto insurance industry for a long time but it has not been as successful as it should be since it does not meet the need of drivers. KUBDEE opts to use a camera installed in front of a car, by which is necessary for consumers to have a testimony when the accident arises. In addition, psychologically, widely used front car camera will make everyone increase awareness and drive better automatically. Cruise Control Reminder can be introduced to OIC to try a new calculation method of premium for drivers based on the actual use of insurance or usage-based insurance (UBI) that will benefit both consumers and insurance companies.

Besides, the key point is to choose a high quality camera with various alert systems to add more safety to drivers, such as ADAS and front incident alert by calculating a distance and driving speed with Safety Camera Warnings, which alerts drivers with a voice during driving. Cruise Control Reminder warns you when driving over a speed limit. Fatigue Alert alerts you to rest when driving for more than 2 or 4 hours. In addition, VDO is also very sharp with Full HD resolution to receive CMOS images from Sony Lens that capture pictures well, even in low light conditions or at night and compatible with KUBDEE application that shares driving information from users to the system to process and provides feedbacks and scores. An in-depth analysis will allow a driver to adapt to the next driving to get a better score. Finally, Use-Based Insurance (UBI) will benefit both consumers and insurance companies,

For general insurance or government entities interested, visit the company's website for more information at [www.gissoft.co.th](http://www.gissoft.co.th) or contact GIS Soft Co., Ltd. at Tel. 02-636-8450-1 ext. 302, Mobile 081-929-6037.