Panel Discussion:  
In-vehicle Technology to Address Distracted Driving

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Technology as a source of driver distraction

- The range of communication, information, and entertainment technologies has increased exponentially over the past few years.
- These technologies include:
  - Cell phones
  - PDAs
  - mp3 players
  - Video players
  - Guidance systems
  - Driver/operator information systems
  - Devices that allow texting, Twittering, e-mailing, internet access and other communications

- New technologies are being created at a very rapid pace to fulfill the human need for information and communication.
## Technology and distracted driving

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<thead>
<tr>
<th>Technology can distract</th>
<th>Technology can help mitigate distraction</th>
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<td>- Cell phones</td>
<td>- Lock-outs (i.e., not allowing incoming calls or while vehicle is in motion)</td>
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<td>- Entertainment systems</td>
<td>- Reduce human interaction (visual, manual, cognitive) with on-board systems</td>
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<td>- Navigation/information systems</td>
<td>- Warn of imminent danger</td>
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Technology approaches moving forward

- In-vehicle technologies can benefit from implementing best practices in human factors and design principles.

- When considering technologies, we must assess the increased driver/operator workload they require.

- We do not know what technologies will distract in five years, and we need an approach to deal with these unknowns.

Technology can help address the problem of distracted driving – but ultimately the driver must take responsibility for driving safely.