



## FACT SHEET

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BamBam is an application for Blackberry and Android phones that automatically replies to incoming text messages. BamBam was created to make driving safer and relieve the pressure to answer text messages immediately.

**Price:** FREE Download

**Available:** BamBamApp.com

**Phone compatibility:** Android OS 2.0 and above, and Blackberry Curve, Touch and Torch.

### How BamBam works

To activate BamBam, all you need is a compatible smartphone and Bluetooth. The application activates itself the moment you step inside your car. To activate manually, follow these 3 steps:

1. Select the application from the program or shortcut menu.
2. Select the message you wish to activate.
3. Press "Active."

To stop sending automatic responses, press "activate" again.

### Ideal situations to turn on BamBam

This application is useful whenever you cannot or do not want to answer a text message immediately.

- Driving
- Meetings
- Sleeping
- Plane flights
- Working on deadline
- While on a hot date, taking a test, fighting for shoes at a sample sale – the sky is the limit.

### Evolving features

BamBam comes with 12 preloaded messages, and users can create an infinite number of custom messages. Users can also set a response delay, so answers get sent between 5 and 30 seconds after the message is received. BamBam is developing many new features for the next release See our website for that and other exciting developments. (Cont.)



10 Reasons to use BamBam

Another Innovative Concept By App Junkies

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It could save your life

- It's free
- It's simple and intuitive to use
- Operation is fully automated, fully hands-free
- You'll feel less pressure to answer texts
- You'll focus more easily on the task in front of you
- You'll be more courteous: never leave people waiting or wondering
- Incoming texts get immediate attention, without interrupting you
- You can customize messages for any situation
- Any time you'd use voicemail or an email auto-responder

Contact:

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## BACKGROUND

### BAMBAM BACKGROUND

The facts keep stacking up against texting while driving. People who type behind the wheel are 23 times more likely to crash. They are also about 6 times more likely to cause an accident than if they were driving while intoxicated. Many thousands of people have been injured or killed because they or someone giving them a drive became distracted by a text message. Yet drivers continue doing it – despite the dangers, despite the statistics and despite the laws in 30 states forbidding texting behind the wheel. Crashes caused by drivers using cell phones rose from 636,000 in 2003 to 1.6 million in 2008, according to the National Safety Council, a public interest nonprofit.

Why can't people pull away from their cell phones? Some crave interaction. Some suffer from the tragically misguided confidence that nothing will happen to them. Some feel they can't wait those five minutes until they get home. They all live with around-the-clock stimulation and the unrelenting pressure to write back. BamBam, a new smartphone application, is aiming to change that. Activated by the touch of a button or screen tap, BamBam sends an automatic, preprogrammed response to incoming text messages.

The application features several canned responses including, "I'm driving now. I'll answer your text when I get to my destination. Thanks for your message." Users can also create customized responses. Thanks to BamBam, drivers who activate the application before they start their trip can get to their destination safely, knowing incoming texts have been temporarily answered. BamBam is also useful in a variety of other contexts.

In a meeting? Taking a test? BamBam is designed for any situation you might want to postpone answering incoming text messages. Unlike talk-to-text applications, BamBam is completely automatic once activated. Unlike text message blocking applications, BamBam keeps communication streams open and gives total control over the message they want to bounce back. As a result, BamBam delivers the most effective hands-free text message communication on the cell phone application market.

### HISTORY

BamBam was founded in March 2010 by Isaiah King, a communications entrepreneur and college student from San Diego. King created BamBam, formerly known as Autotext, after learning that a friend was injured in a car accident. The friend had been texting while driving. As King recounted the story of the accident to his family, he realized that if a cell phone could have replied to incoming texts, his friend might have avoided that accident. Along with his good friend Jay Elajou, King assembled a team of innovative entrepreneurs and technical experts. Their first step was to start developing BamBam.

In November of 2010, King and Elajou co-founded AppJunkies, a San-Diego based company that creates smartphone applications. A second version of BamBam was released in February 2011.



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It's Free  
Saves lives  
Prevents injury, property damage, liability lawsuits  
Very easy to use  
Flexible and customizable, putting the user in total control  
The only fully automated, fully hands-free text message answering application

### **BAMBAM'S OBJECTIVES**

King designed this application to make an impact in three domains. The first and most important is driver safety, by minimizing distractions for drivers behind the wheel and reducing the number of crashes caused by texting. The second is professional focus, by allowing people to concentrate on the task at hand rather than interrupt to answer incoming texts. The third domain is convenience, by curtailing the pressure on people to answer text messages immediately and allowing users to customize answers. BamBam is suitable for anybody who drives and communicates via text message or for anyone who would like to courteously postpone answering a text message while participating in another activity.

#### **In the car**

Teens and inexperienced drivers  
Truck drivers  
School bus drivers  
Ambulance, fire truck and other safety rescue drivers  
Taxi drivers and others who drive on the job  
Residents of the 30 states where texting behind the wheel is now illegal  
Federal employees, for whom texting while driving became illegal in 2009.

#### **On the job**

During meetings, presentations and conferences  
As deadlines loom  
During job interviews  
Students in class  
Students studying for or taking texts

#### **After hours**

At the movies  
During dinner  
While traveling or on vacation

### **TEXTING AND DRIVING STATISTICS**

Texting while driving increases chances of getting into an accident by 23.2 times.  
80 percent of all crashes and 65 percent of near crashes involve some type of distraction.  
Teen drivers are four times more likely than adults to get into car crashes or near crash events directly related to talking on a cell phone or texting. Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves.  
A driver dialing a cell phone is 2.8 times more likely to get into a crash than a nondistracted driver. For every 6 seconds of drive time, a driver sending or receiving a text message spends 4.6 of those seconds with their eyes off the road. This makes texting the most distracting of all cell phone related tasks.

47% of all texting adults say they have sent or read a text message while driving.

(Cont.)

75% cell-owning adults say they have talked on a cell phone while driving. 52% of cell

phoning teens ages 16-17 reported talking on a cell phone while driving in the 2009 survey.

61% of adults have talked on a cell phone while driving and 43% of all American teens ages 16-17 have done so as well.

49% of all adults say they have been in a car when the driver was sending or reading text messages on their cell phone.

44% of all adults say they have been in a car when the driver used the cell phone in a way that put themselves or others in danger.

17% cell-owning adults say they have physically bumped into another person or an object because they were distracted by talking or texting on their phone.

These statistics come from a study conducted by the Virginia Tech Transportation Institute, the Insurance Institute for Highway Safety and a 2010 [survey by the Pew Research Center's Internet & American Life Project](#).

#### **SOURCES AND FURTHER READING**

<http://techcocktail.com/entrepreneurs-tackle-texting-anddistracted-driving-2010-07>

[http://www.ghsa.org/html/stateinfo/laws/cellphone\\_laws.html](http://www.ghsa.org/html/stateinfo/laws/cellphone_laws.html)

<http://www.edgarsnyder.com/car-accident/cell-phone/statistics.html>

<http://www.cbsnews.com/stories/2010/01/12/earlyshow/main6086546.shtml>

[http://www6.aaos.org/about/pemr/psa/2010/2010prints\\_donttext.cfm](http://www6.aaos.org/about/pemr/psa/2010/2010prints_donttext.cfm)

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