

# Rosco's Dual-Vision™ Video Recorder Helps Put It Down and Keep It Down



THE LEADING SOLUTION FOR COMPLIANCE WITH DISTRACTED  
DRIVING REGULATIONS AND CORPORATE POLICY



VisionSystems

A Century of Automotive Vision Safety

Dual-Vision™

800-227-2095

[www.roscovision.com](http://www.roscovision.com)

# MAKING A DIFFERENCE! OUR MISSION: REDUCE DISTRACTED DRIVING

Rosco has over 100 years of experience working to make our roads safer by understanding the constantly changing conditions and challenges which confront professional fleets and the general public. Rosco's Dual-Vision™ Continuous Video Recorder is a breakthrough system for managing today's distracted driving challenges. We have committed the financial and technical resources to develop the most effective anti-distracted driving solution available today.



We are proud to be partnering with DOT and transportation business leaders to address the dangers of distracted driving and to provide a smart, comprehensive solution. Our Dual-Vision™ Continuous Video Recorder is a real example of how working together, everyone on the road comes out ahead!

Rosco has a multi-level approach to fight the growth of distracted driving in the US: Rosco's Dual-Vision™ Continuous Video Recorder, provides the leading solution for helping enforce compliance of texting/ cell phone use laws; Rosco promotes anti-texting education and oversight; and Rosco supports initiatives to strengthen anti-texting at the community level.

Rosco is committed to being an active participant in events like the Distracted Driving Summit. Rosco believes in the importance of public/private partnerships in creating sustainable awareness to reduce distracted driving.



VisionSystems

A Century of Automotive Vision Safety

Dual-Vision™

800-227-2095

[www.roscovision.com](http://www.roscovision.com)

# TRENDS IN DISTRACTED DRIVING ARE ALARMING!



- In 2008, almost 20 percent of all crashes involved some type of distraction. Distracted driving comes in various forms, such as cell phone use, texting while driving, eating, drinking, talking with passengers, as well as using in-vehicle technologies and portable electronic devices.
- In 2008, nearly 6,000 people died in crashes involving a distracted driver and more than 500,000 were injured.
- Younger, inexperienced drivers have the highest proportion of distraction-related fatal crashes.
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves.
- Driving while using a cell phone, whether hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. *(Source: Distracted Driving.gov)*

---

**Transportation Secretary, Ray LaHood summed up this massive problem that continues to grow at an alarming rate:**

"We now know that the worst offenders are the youngest, least experienced drivers. Unfortunately though, the problem doesn't end there. Distracted driving occurs across all age groups and all modes of transportation, from cars to buses and trucks to trains. We must work together to find solutions that will prevent crashes caused by driver distraction."

# ROSCO HAS DEVELOPED AN INDUSTRY LEADING COMPREHENSIVE DISTRACTED DRIVING SOLUTION



## DUAL-VISION™: THE LEADING SOLUTION FOR COMPLIANCE WITH DISTRACTED DRIVING REGULATIONS AND CORPORATE POLICY:

- Deters deadly behavior by Distracted Drivers
- Provides strong oversight to reduce Distracted Driver habits
- Delivers a comprehensive and effective solution for any Distracted Driving situation
- Continuous monitoring of driver results in routing, idling and fuel savings gains
- Random audits of continuous video provides insight to vehicle abuses such as hard stops, fast turns and reduces maintenance costs

FLEET MANAGERS KNOW THE VALUE OF ROSCO'S DUAL-VISION™ CONTINUOUS VIDEO RECORDER: A COMPACT, LOW COST CONTINUOUS DUAL CAMERA VIDEO RECORDING SOLUTION

- Delivers continuous-loop recording with separate storage of critical events
- Provides an easily accessible local storage and retrieval system, where the owner/manager controls the footage at no additional fee
- Increases productivity & profitability by improving driver performance
- Reduces accidents & vehicle abuse
- Lowers insurance premiums
- A fraction of the cost of a system with traditional technology
- Provides thorough coverage of the driver, loading and unloading areas, external events and conditions, traffic signals and passenger actions
- Easily installed with no monthly maintenance costs
- Dual-Vision™ can be simply transferred from one vehicle to another



# DUAL-VISION™: A COMPACT, LOW COST, CONTINUOUS VIDEO CAMERA RECORDING SOLUTION



## PRODUCT HIGHLIGHTS

- G – Force, Panic & Speed Event Recording & Tagging
- Simple installation
- Self-managed data
- Two cameras in a single enclosure for both interior & exterior viewing
- 160+ hours of continuous video recording on a removable SD card
- Optional audio recording
- Video/audio can be replayed on any computer, no special de-coding subscription required
- Optional security housing prevents removal of SD card by non-authorized personnel
- Integrated GPS tracking
- Recorded video displays speed, direction, location, vehicle number and time/date stamp
- Video and audio can be converted to .avi file
- Stores an event with before-and-after video in a separate event file
- Continuous video & audio data recorded in a proprietary format
- Integrated G-Shock sensor/x-y-z accelerometer with precise adjustability on each axis
- Cable management system designed for tamper resistance, fuse-protection, and ease of installation
- Special parking mode recording for 24/7 surveillance of vehicle & surroundings

## THE SOLUTION THAT THE INDUSTRY LOVES

“The way we use Dual-Vision™ and its continuous recording ability allows us to monitor all actions in the vehicles and not just the “Events.” We are now able to actually enforce such company policy as: no misuse of company vehicles; no stopping for food, drink, - or gas with clients on board; no smoking; and no cell phone use. Eliminating these actions, we have found, nearly cut in half the amount of at-fault accidents in the past 12 months. I haven’t done all the numbers as of yet but I believe once we get the number for our insurance next year I think the cameras just might have a 15 to 18% turn around on their cost for us. Rosco Dual-Vision™ has been a great addition to MassTran for a Safety Management tool and certainly not a bad investment from an economic point of view.”



Samuel A. Bamford  
MassTran Corp.  
150A Andover St.  
Danvers MA 01923  
sbamford@masstran.biz

# ABOUT ROSCO

Rosco celebrated its 100th year in business in 2007. The company, headquartered in Jamaica, N.Y., was founded in 1907 as A.W. Rosen & Co., to manufacture parts for the fledgling automotive industry. Today, the company continues to be one of the leading manufacturers of vision safety systems including mirrors, sun visors, cameras, and integrated visual products for the commercial vehicle market. Rosco is renowned for its strong design engineering focus and custom product development.

Rosco manufactures for vehicle applications in industries such as school, transit and shuttle bus, motor coach, truck and van, emergency and rescue, specialty vehicle, military, and materials handling. With nearly 200 employees and a modern 85,000 square foot facility, the company is the largest supplier of mirror systems to the North American bus market.

With a commitment to and a passion for safety, the mission of Rosco Vision Safety Systems is to manufacture, design and develop high quality products that function flawlessly for the life of the vehicle, and to provide a level of service and support that our customers have grown to expect.

Please visit our web site and see our comprehensive line of Dual-Vision™ Continuous Recording Devices, Camera Kits and other distracted driving product support at [www.roscovision.com](http://www.roscovision.com).

## Rosco, Inc.

### Headquarters Address

90-21 144th Place  
Jamaica, N.Y. 11435

.....  
[www.roscovision.com](http://www.roscovision.com)  
.....

800-227-2095

718-526-2601

To learn more about Rosco's efforts against Distracted Driving, go to: <http://roscovision.com/texting-while-driving/>



**Vision Systems**

A Century of Automotive Vision Safety

**Dual-Vision™**