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For Immediate Release

## DisplayRide introduces safety feature on its Rideshare Monitoring Platform to address safety concerns around mistaken identity

*The NameDisplay™ feature visibly & credibly validates every forthcoming ride during customer pickup; Readily works with Rideshare Apps without need for any changes.*

**San Jose, CA, USA, April 12<sup>th</sup>, 2019.** DisplayRide, an innovator focused on enhancing the rideshare experience, announced the introduction of NameDisplay™, a new safety feature on its industry leading Rideshare Monitoring Platform™ (RMP).

**Motivation:** There have been numerous incidents wherein rideshare customers have mistakenly gotten into wrong vehicles, resulting in serious consequences (including being murdered). States & City governments are actively seeking to address this problem of misidentification; South Carolina & Jersey City have, in fact recently, passed bills mandating rideshare companies to display illuminated signs identifying the name/logo of the company on their vehicles; *The NameDisplay™ feature helps rideshare companies to do this and much more.*

With the NameDisplay™ feature, the rideshare company name/logo *and* also the customer's name\* can be prominently displayed on the RMP tablet screen during customer pick-up. This will help customers easily & accurately identify, from up to 50 feet, the vehicle designated for their forthcoming ride, prior to getting in; Since this feature works only with valid ridesharing apps (like Uber, Lyft, Didi, Careem, Ola & others) and is able to display the customer's name, it provides an additional level of security and assurance. The NameDisplay™ feature also makes customer pickup more efficient – and less costly - in chaotic environments.

'NameDisplay™ is an effective & inexpensive solution that can be readily leveraged by any rideshare company to address what can become a serious problem, while also reducing costs and delivering a better experience to its customers & driver partners', said Abdul Kasim, CEO of DisplayRide. 'We continue to augment our Rideshare Monitoring Platform with innovative, value-added features to make ridesharing a safe and pleasant experience'.

The NameDisplay™ feature is available for commercial deployment, and can be provided as a stand-alone capability on the DisplayRide™ Rideshare Monitoring Platform, or can be combined with other safety features that are focused on deterrence and documentation (like video recording, cloud backup and analytics).

Navin Jethani, CTO of DisplayRide, noted, 'The NameDisplay™ feature works seamlessly with ridesharing apps and rideshare companies can readily take advantage of it without any changes to their apps'. He added, 'Our solution is superior to lighted signs & beacons that can be easily procured & misused'.

For more detailed information about the NameDisplay™ feature and our Rideshare Monitoring Platform, please contact us at [info@displayride.com](mailto:info@displayride.com) .

\* Any text such as an abbreviation, a code etc. can be displayed instead.

### About DisplayRide

DisplayRide's mission is to enhance the rideshare experience, for riders, drivers and the rideshare companies. Founded in 2017, the company's flagship platform offers features aimed at improving safety and efficiency, and potentially, monetizing opportunities. For more information, please contact us: [info@displayride.com](mailto:info@displayride.com).

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