



EROAD



**Unlock a new
perspective
with the EROAD
Clarity Dashcam**

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Driver behaviour is the [single leading cause](#) of vehicle incidents in Australia – as well as the greatest variable. While telematics like the EROAD Ehubo2 have given drivers and fleet managers access to wealth of information like never before, including speeding, braking, and steering behaviour, they still don't provide the full picture.

A dashboard camera that syncs with your telematics gives you the clarity you've been missing

EROAD Clarity gives you insights into driver behaviour, empowering you to make better decisions for your business, starting with your people. You'll be able to see what's happening on the road and in the truck cab when it matters most and get an accurate picture of exactly what happened in any given situation. In this eBook, we explain why dashcams are the wave of the future and should be embraced rather than feared.



The EROAD Clarity Dashcam is designed for safety

While the camera is always on whenever your truck is, only a harsh driving event will trigger a video to be automatically sent to the MyEROAD platform. (Footage from the last 40 hours of driving can also be retrieved as needed, and the driver can record and send video on demand.) The goal is education, prevention, and in cases where an accident has happened, proof of the facts.

Fleets that implement EROAD Clarity Dashcams can not only save lives but also safeguard their bottom line, particularly important in these economically challenging times. Improve your safety profile, promote a safer driving culture, and protect your business against liability and unnecessary financial loss.

What drivers are dealing with

Drivers in Australia have their work cut out for them.

Anyone who drives as part of their job will routinely experience the worst of other people's driving behaviour. Drivers of passenger cars are often impatient and take unnecessary risks, from unsafe overtaking to failing to yield the right of way.

Linehaul drivers drive long distances on open roads, carrying heavy loads at high speeds, leaving little room for error. They have to manage not only their own behaviour but also the unpredictable actions of other drivers, including tourists who may be unfamiliar with their surroundings as well as our road rules. Sudden manoeuvres can spell disaster if a driver is distracted for even two seconds.

The [Australian Naturalistic Driving Study](#) found that Australian drivers are among the most distracted in the world, being distracted by something other than the road ahead of them 45 percent of the time, or once every 96 seconds. Even worse, a [recent government report](#) highlighted driver distraction as a key cause in increasing road fatalities and serious injuries, with fatalities trending upwards from 2016 due to mobile phone use.

Combining the EROAD Clarity Dashcam with EROAD Ehubo2 technology provides a more complete picture of what happened immediately before, during, and after an incident, both in terms of in-cab driver behaviour and external factors beyond their control. By combining full HD video with EROAD's accurate telematics data, you can reduce your incident rate, identify fault in the case of an accident, and coach your drivers to improve their performance.

Ehubo2 The futureproof telematics solution

EROAD's driver-facing telematics device delivers the reliability and accuracy you need for enhanced safety, consistent compliance, and efficient fleet operations.

Intuitive controls and real-time alerts keep drivers and fleet managers in sync while software tools like Drive Buddy and Leaderboard provide instant feedback and gamify good driver behaviour. Access vehicle or driver information anytime via MyEROAD, EROAD's centralised cloud hub. Your data is securely stored – and always yours.



EROAD telematics poll every 250m, allowing granular reporting and more accurate returns on fuel tax credits (FTC). By significantly lowering incident rates and reducing fuel, insurance, maintenance, and vehicle downtime costs, the system practically pays for itself!

Unlike our competitors, EROAD's Ehubo2:

- Uses multiple sensors to measure distance, not just GPS
- Reports significant events like ignition, harsh braking and cornering, and geofences
- Continuously stores and transmits data to the MyEROAD platform via an encrypted network
- Connects to Telstra, Optus, and Vodafone for multi-network 4G roaming
- Stores data when out of network coverage and uploads on return to coverage
- Is compatible with the EROAD Clarity Dashcam and third-party sensors for edge computing and AI applications

If you're investing in telematics for your fleet, choose the smart solution built to do more – today and tomorrow. [Learn more about Ehubo2](#)

Distracted driving can be deadly

According to the Bureau of Infrastructure, Transport and Regional Economics (BITRE), two thirds of road deaths occur in [regional and remote areas](#), and the rate of fatalities increases as remoteness increases. The rate for remote areas is almost double that of regional areas and 10 times that of major cities.

This alarming finding suggests that inattention is a major contributor to fatal accidents, yet many fleets have no stipulations around distracted driving articulated in their safe driving policy. What do we mean by distracted driving? In a nutshell, distracted driving falls into four broad types:

1. Taking your eyes off the road
2. Taking your hands off the wheel
3. Being distracted by noises
4. Being mentally elsewhere (e.g., daydreaming, fatigue)

These first two will be most familiar and, unsurprisingly, are the ones that occur most often on a day-to-day basis. Fortunately, they're also the easiest ones to correct.

Examples include:

- Mobile phone use
- Interacting with radios, CDs, iPods, or GPS devices
- Eating, drinking, or smoking while driving
- Other passengers
- Scenery

If you already use Ehubo2's GPS telematics to monitor and manage your fleet and your people, you know that the ability to track vehicles increases efficiency and productivity while helping to improve vehicle and driver safety. The state-of-the-art EROAD Clarity Dashcam takes safety a step further, providing much-needed visual context that was previously missing.

Aside from an actual crash, three things trigger the Ehubo2 to log an incident: harsh acceleration, braking, or cornering. So, while that information is relayed to you, the fleet manager, in real time, you have no understanding of why the driver sped or drove in a seemingly reckless manner. Your first instinct may be to blame the driver, but did you know that [80 percent of fatal accidents](#) involving trucks are actually caused by other motorists?



An impartial witness at all times

Even if your drivers do everything perfectly, because they share the road, accidents are going to happen. And when they do, because they will, you need to be able to protect yourself from frivolous claims and unwarranted fines. Not all incidents are negative, however. Many are in fact the result of defensive driving, where the driver was forced to take sudden action to avert danger and prevent a more serious collision.

Close calls that don't log an event in the MyEROAD platform – remember, only harsh acceleration, braking, or cornering will trigger an event – can still pose a danger from the driver's perspective, for example hostile behaviour from other motorists. Without a dashcam installed, you'd have quantitative driving data but no qualitative information regarding the more subjective factors involved, including what's going on outside the vehicle in the moments leading up to a crash.

With the EROAD Clarity Dashcam, you'll be able to identify when drivers are driving defensively rather than relying on often-faulty eyewitness accounts – or no account at all other than the driver's. Video footage provides clear, objective evidence that can exonerate drivers when incidents occur, and drivers can initiate video recording at will to send a 20-second video clip to MyEROAD when they perceive a threat not automatically recorded by the EROAD Clarity. In the longer view, footage of accidents and near-misses makes a compelling coaching tool that can improve individual and team performance and motivate real, lasting change.

Safety starts at the top

As a business owner or fleet manager, you are legally bound by the Chain of Responsibility to provide your drivers with explicit instructions regarding their driving conduct. Unless you have a clearly spelled-out safe driving policy that you regularly reinforce, your drivers may not even realise what they're doing wrong – or how often. Even if you do have a robust policy in place, until now, you had no way of knowing whether it was being observed and therefore no means to enforce it.

Telematics augmented with visual information provided by the EROAD Clarity Dashcam allow you to address undesirable behaviour as it happens – before it gets worse – rather than days or weeks after the fact. When an incident occurs, you'll be able to see exactly what caused it, from eating a pie to fiddling with the radio to needing to pull over for a sleep. You'll be able to identify high-risk behaviours, formulate a policy detailing what is unacceptable for your organisation, and explain what happens in the event of an infraction. That way, it's fair and clear from the start.

Getting your drivers onboard

The first thing drivers need to understand is that dashboard cameras are proactive, not punitive. In many cases, dashcam footage could be the single biggest factor exonerating them from blame in the case of an accident. In many ways, because they are the ones on the front lines facing danger on a daily basis, dashcams are for their protection more than anyone else's.

While it's natural for drivers to feel some trepidation around being monitored, once they see how beneficial dashcams are for everyone involved, from drivers to fleet managers to other road users, adoption will become a no-brainer – and the new standard.

Rewarding good driver behaviour

Not all driving incidents are the consequence of bad driving. Some are indicative of good awareness and action taken to avert disaster, as when a child suddenly runs onto the road. With video captured by EROAD Clarity, you'll know the difference.

Reinforce safety excellence by showing your team what good driving looks like and open the door for discussion of the benefits that could be realised if everyone drove that way, from improved public perception of the business to savings on fuel, repairs, and maintenance.

Drivers who consistently do the right thing can be held up as models of good behaviour and rewarded for their diligence. A positive culture shift around understanding, acknowledging, and actively managing risk is contagious. Employees become inspired to compete, both with each other and their own personal best, driving a company culture that prides itself on safety.



5 key benefits for your fleet

Having a dashboard camera, specifically the EROAD Clarity Dashcam, opens up a whole world of possibilities and paves the way for tomorrow's innovation.

While the future of telematics is certainly exciting, here are five high-level benefits you can realise right now:

- 1 Reduce your incident rate.** Safety is at the heart of everything we do at EROAD. Naturally, safeguarding against accidents is our number-one goal. The effective use of monitoring tools will support the safety culture and reduce the frequency management need to coach noncompliant drivers.

Organisations that use EROAD's Driver Behaviour Analytics have 38 percent fewer speeding events than organisations that don't view them at all, and Driver ID alone, linking data to a specific operator and vehicle, has been shown to reduce overspeeds by up to 85 percent*. **Because drivers know they're being monitored, they begin to change how they drive.***

In 2010, [BITRE](#) estimated that each accident costs an average of \$7,516 in property damage and general costs including emergency services and insurance administration. If you can reduce your incident rate, you can potentially save hundreds of thousands a year (depending on the size of your fleet) as well as time spent fighting claims and cases.



- 2 Exonerate drivers who aren't at fault.** The only thing worse than an accident is being blamed for one your driver didn't cause – and facing the financial and legal ramifications of unfavourable decisions, sometimes reached without sufficient evidence. According to the Transport Accident Commission, [one in four work vehicles](#) is involved in an accident each year, which means it's just a matter of time before a vehicle in your fleet is affected. The EROAD Clarity Dashcam is on your side when it matters most.

- 3 Meet the highest Health & Safety standards.** Under the [Chain of Responsibility](#) (CoR) law, NHVR holds parties in the supply chain responsible for unsafe business practices. Specifically, accountability focuses on changing the behaviour of off-road parties, including employers and customers, to remove pressure on drivers so they can operate more safely. If poor business practices endanger the lives of other road users, penalties for those responsible include fines of up to \$20,000.

While the law leaves it up to employers to decide how they demonstrate compliance, a [risk management approach](#) is strongly favoured. By outfitting your fleet with telematics units and dashcams, you'll have real-time visibility of assets and drivers and a proper understanding of how long jobs actually take. You'll be able to prevent driver fatigue and its concomitant risks while cementing your reputation within your industry as a company committed to safety. With the passage of time, we can expect that cameras will increasingly be recommended, if not required.

- 4 Drive down insurance costs.** More and more, insurance companies are looking to telematics technology to inform coverage costs based on actual driver behaviour. With dashcams installed, they can see that your company is taking every practicable measure to mitigate risk, the combination of Ehubo2 and the EROAD Clarity Dashcam being the gold standard of currently available technology. Check with your insurance provider for available programmes that reward safe drivers, particularly over time.

- 5 Improve driver behaviour through interactive coaching.** Work-related road crashes in Australia account for about half of all occupational fatalities and 15 percent of national road deaths. According to a report by [RACV](#), vehicle technology is capable of significantly reducing behavioural risks and is more likely to be effective than relying solely on safety education and enforcement programmes.

Pairing MyEROAD's Drive Buddy and Leaderboard tools with MyEROAD Replay is the ultimate setup for gamifying driver behaviour and promoting a safer driving culture. You can tag videos for review (e.g., "to be coached" versus "coached") and use driver notes, behaviour reports, and photographs to provide an even fuller picture for effective driver coaching and possible incentive programmes.

*EROAD fleet data 2015-2020



Instil a safe driving culture

Unleash the power of video telematics to improve driver behaviour through coaching and gamification.



EROAD GPS telematics combined with the EROAD Clarity Dashcam's objective point of view make Drive Buddy and Leaderboard even more useful.

Drive Buddy uses Ehubo2 to give immediate feedback to drivers based on their speed, acceleration or idling, and harsh braking or cornering. Drive Buddy also shows drivers their actual speed with colour coding indicating whether their speed is good, borderline, or excessive.

Recent studies show that minimising the time between safety infractions and the driver receiving feedback is fundamental to changing driving behaviour.

Retrospective review of actual footage can help drivers become more aware of how they're driving and what they need to improve, especially around distracted driving. With greater awareness, they can make better decisions at critical moments that could mean the difference between life and death. Or avoid them in the first place.

Drivers who consistently do the right thing should be emulated and celebrated. EROAD's Leaderboard gamifies behaviour by ranking drivers against their peers with regard to speeding, harsh braking or acceleration, and erratic cornering. Good driving habits allow drivers to improve their rankings and instil a culture of safety within the team – and across the entire EROAD community of 116,000+ users worldwide. When drivers compete to be the safest on the road, everyone wins.





The EROAD Clarity Dashcam: How it works

Not all dashcams are created equal. Over 12 years, EROAD has built a reputation for its best-in-class in-cab telematics technology. The EROAD Clarity Dashcam embodies the same high standards and is far more than just an electronic eye.

If you installed a standalone dash-mounted camera, it wouldn't be integrated with MyEROAD, EROAD's fleet management system. You'd have to search for events then transfer any data you wished to save manually by removing the SD card, which would invite tampering and therefore limit its use as a tool for monitoring and correcting driver behaviour. Here, the focus would be outward-facing, primarily for the purpose of accident investigation. When the camera reaches its storage limit, it would then overwrite itself, so any events not retrieved before that happens would be lost.

Built for the EROAD ecosystem

The dual-facing EROAD Clarity Dashcam is fully integrated with Ehubo2 and MyEROAD and requires no action on the driver's part. It starts recording automatically when the ignition is turned on and records up to 40 hours of drive time before overwriting. Any safety event triggered by harsh acceleration, braking, or cornering is automatically uploaded to MyEROAD when the vehicle is within coverage, and the fleet manager receives a notification. Each video clip is 20 seconds, capturing the moment of "trigger" plus 10 seconds before and after, both inside and outside the vehicle – or just outside, depending on your company's needs and policies. You also have the option to record audio (set to OFF by default).

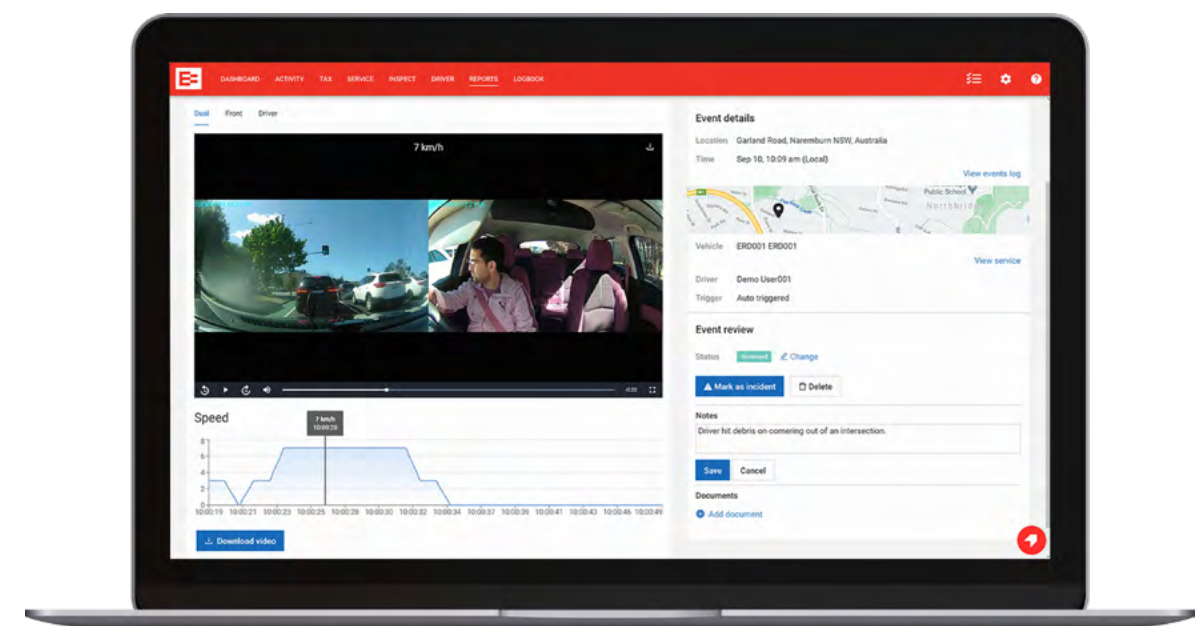
The EROAD Clarity Dashcam records continuously, even when out of coverage, then resumes uploading when you're back in range. As mentioned earlier, drivers have the ability to trigger footage to be sent to the cloud using an easy-to-reach push button; the installation kit is included with the camera, and you can install it yourself or at your local mechanic. When the ignition is off the camera is off, but drivers who sleep in their cabs can use the provided lens caps for privacy should they be in auxiliary mode to power items like air-conditioning units and refrigerators.

Compact, rugged, and tamper-proof, the dashcam withstands heat and shock (IP41 rated, operates in -20 – +60 °C) and alerts managers if the camera is obstructed or the encrypted SD card has been removed. Recording a high frame rate in high definition, the EROAD Clarity Dashcam ensures you can clearly see any obstacles, signage, and licence plates.

MyEROAD Replay allows you to reliably access video footage with ease, facilitating insurance investigations, driver exoneration, and risk reduction. Simply select the vehicle then enter the date and time. An notification is sent when footage is ready for viewing in MyEROAD You can click between video, event logs, and vehicle maintenance schedules and share video clips within your organisation and with third parties, such as your insurer or subcontractors, as needed.

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**EROAD helps protect your drivers,
your assets, and your business.**

**See what's going on with your fleet,
only when you need to.**

**Add a new dimension to your
EROAD experience with the EROAD
Clarity Dashcam.**

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