A Glass Act: How Google Glass Is Changing the Face of Traffic Safety
Facilitator:

Darrin Grondel,
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Presenters:

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Google

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Deputy Commissioner,
California Highway Patrol
and Member, Law Enforcement Standing Committee
GLASS

Wilson L. White
Glass Public Policy Counsel
HUGE PROBLEM

RADICAL SOLUTION

BREAKTHROUGH TECHNOLOGY
Why Glass?

- Reduce the time between intention and action.
- As a smartphone is to a laptop, Glass is to a smartphone.
- Microinteractions.
Like a rearview mirror

- Designed for quick glances.
- Out of the way.
- Easy to ignore.
Car Culture

Americans spend an average of about 50 minutes commuting every day. 79.9% of commuters take their car.

Majority of today’s in-car telematics units are offline, outdated and impossible to upgrade.
For the Driver...

...who is dissatisfied with their in-vehicle telematics unit ...

... **Glass** brings smart technology and connectivity into any vehicle independent of its age or brand.

Plus...

... **Glass** is optimized for speech and positions the microphone and the display in an ideal position for in-vehicle usage.
Glass can help make driving safer

Unlike smartphones or in-vehicle displays, the Glass display is very close to the driver’s line of sight and requires less lens accommodation.

Glass can even help detect driver drowsiness.
Explorer Program

Release early versions in small numbers. Have users help discover the potential of the technology as well as the challenges.

*Glass is more of a question than an answer.*

Astro Teller, head of Google[x]
Questions?
Up Next:
5:30 pm – 6:30 pm
Red Carpet Reception
Rollins Center

6:30 pm – 9:30 pm
Delaware State Banquet: Red Carpet Gala
Ballroom B/C

9:30 pm – 11:00 pm
The After Party
Fire & Ice