

IN-VEHICLE ELECTRONICS AND DRIVER FOCUS

CEA POSITION: The consumer electronics (CE) industry is committed to driver safety. Safety is the paramount consideration when CE manufacturers design in-car electronics devices, such as vehicle navigation systems, rear-view or back-up cameras, hands-free mobile phones with voice or one-touch dialing, Bluetooth headsets and other hands-free devices. Such in-car devices enhance safety on the road. However, no matter how well designed, no product can substitute for clear driver focus and safe driving behaviors.

BACKGROUND: Consumer electronics devices offer a number of safety benefits in addition to allowing drivers to immediately access emergency services. Vehicle navigation systems, for example, provide guidance by voice or simple pictogram and keep drivers from having to open and study maps, written directions or street signs. Hands-free mobile phones with voice or one-touch dialing allow drivers to keep their hands on the wheel and eyes on the road. In-vehicle (or rear seat) entertainment systems keep children occupied and less likely to distract driver focus.

CEA recently updated its website www.digitaldriver.org to promote in-car technologies that help keep passengers entertained and safe. The website features suggestions for proper usage of mobile video, GPS systems, and portable music and video devices; a road quiz that tests and enhances consumer knowledge of safe driving behaviors; facts about new mobile electronics devices and their features; and links to retailers to aid in the safe installation of in-vehicle electronics. The website also provides drivers with tips for reducing distractions and reaching their destinations safely, along with an interactive map detailing state laws and regulations concerning the use of mobile phones.



For more information, please contact CEA at publicpolicy@CE.org or visit www.CE.org/governmentaffairs.