The Improved Blind Spot

Jordan Strom and Brandon Whitmore

The Current Issue

- 840,000 blind spot related accidents occur annually

- Includes motorists, pedestrians, and cyclists

The Importance

- Blind Spot detection technology has been around since 2005
  - Aren't the most efficient, aesthetically pleasing, or entirely effective
- Necessity for technology which meets these needs

The Solution
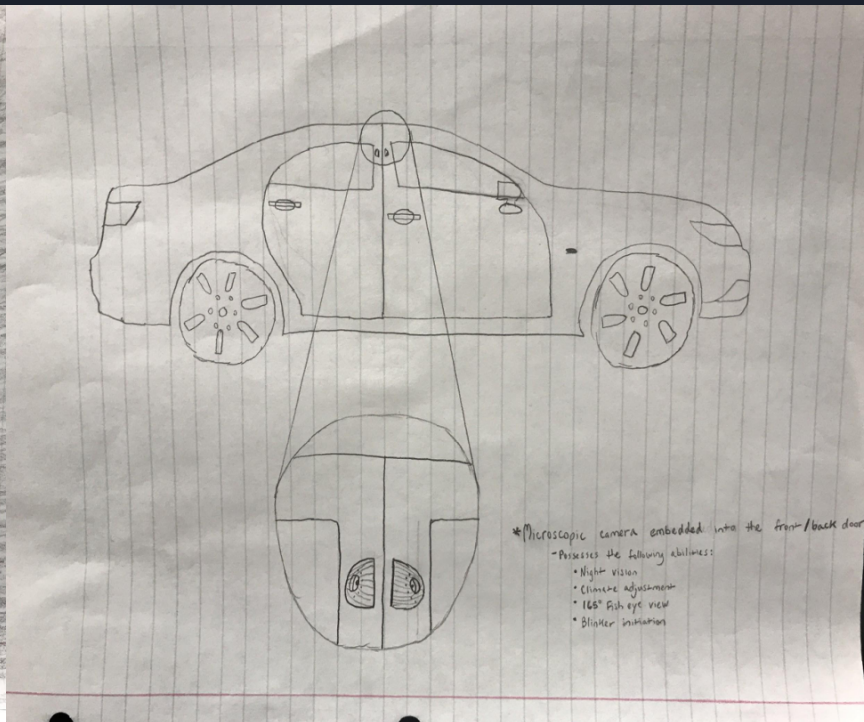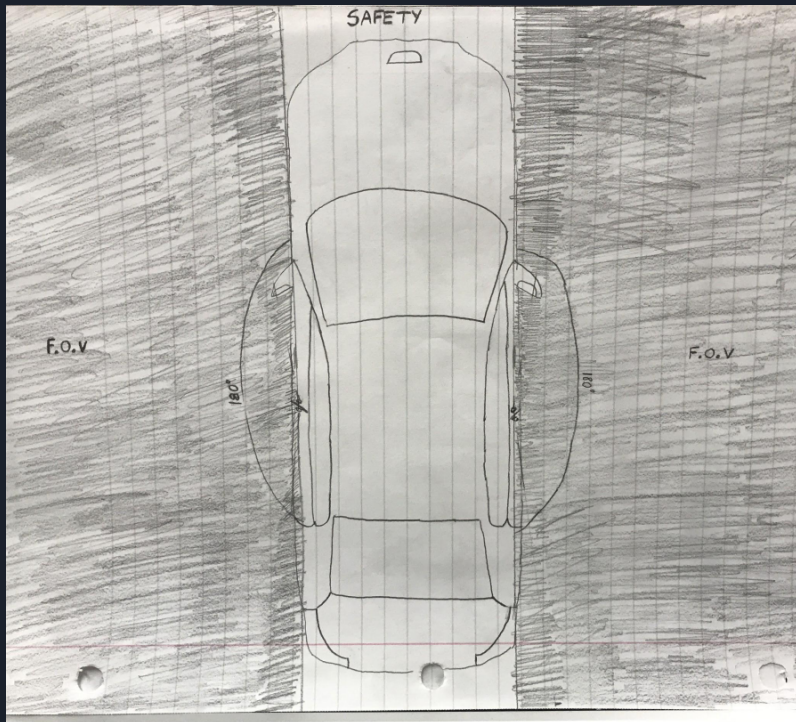
The Four Main Points

- Aesthetics
- Accessibility
- Cost
- Safety

The Aesthetics

- Cameras embedded into door frames
  - Aerodynamic structure
  - Almost invisible
- Cameras possesses a 180 degree F.O.V.
- Cameras include night vision technology and all-climate access
- Cameras automatic recording
- Modern and sleek design

The Accessibility

- Companies selling new cars have access

- Will eventually become standard for all cars
  - Easier to implement on a newer car than a car that has already been made

The Cost

- Current technologies part of a technology package
  - About $2000-$3000 extra depending on company and what is included in the package

- Cost around $500 more in a company's tech package

The Safety

- Decreases accidents

- Can detect more objects than cars
  - People
  - Cyclists
  - Animals

- Aerodynamically built into the car itself

The Research and Development Issues

- Aesthetics
  - Technology taking away from the car beauty?
- Accessibility
  - Determining blind spots on existing cars (not factory integrated)
- Cost
  - No Precedent
- Safety
  - Necessity for all weather capabilities (snow, rain, fog, etc.)

The Conclusion

"The Future of the Industry is not as blind as we may think."

- Jordan M. Strom & Brandon J. Whitmore