

SenseDriver Technologies Acquires Ridesharing and Taxi Dispatching Software, Reduces Distractions for Ride-sharing Drivers

New ride-sharing software acquisition reduces distraction for ride-sharing drivers, makes SenseHUD heads-up display platform the leading ride-sharing technology choice for drivers everywhere.

Boston, MA ([PRWEB](#)) June 25, 2016 -- Recently, Boston-based company Sense Driver acquired ridesharing and dispatch software that will be integrated with their SenseHUD heads-up display. This will allow Lyft and Uber drivers to leverage the phone by using the voice-controlled SenseHUD platform and keep their eyes on the road and hands on the wheel while driving.

App-based ride sharing services are experiencing exponential growth worldwide. Startup Lyft recently raised a billion dollars in funding , while competitor Uber has raised a staggering 15 billion dollars to date. SenseDriver sees a significant opportunity within taxi dispatching and ride sharing services to leverage its display technology platform.

“By bringing voice control to ridesharing and taxi companies we can mitigate the risk associated with mobile technologies as the platform for driver and passenger communications,” says Michael Amaru, Co-Founder and Director of Product Development.

“The common concerns found in our discussions with Uber, Lyft and taxi drivers is about using their smartphones in a safer and more integrated platform as they manage their passengers and navigation routes” added Dr. Kingsley Chin, CEO SenseDriver Technologies.

“It is not uncommon to see Uber, Lyft, and taxi drivers using multiple devices to serve all of their navigation, ride hailing, and dispatch needs,” commented SenseDriver Technologies Chief Business Development Officer Shyam Desigan. “Integrating these needs into one platform offering will be game changing for ridesharing and taxi dispatching.”

About SenseDriver

SenseDriver Technologies is a display technology company whose mission is to be the portable navigation and connected car leader with our SenseHUD head-up display hardware and SenSay app software platform for safer hands-free voice-activated use of mobile phones while driving and in ridesharing. By focusing on opportunities for innovation in the automobiles of yesterday, today and tomorrow, SenseDriver creates products that offer a level of accessibility everyone can experience.



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