

PRECO Electronics Presents Technology Fusion's Influence on Safety at the Annual IMA-NA Technology Workshop

PRECO's Matt Wood Discusses Future of Safety for the Heavy-Duty Industry

Boise, Idaho ([PRWEB](#)) March 14, 2016 -- PRECO Electronics, the global leader in heavy-duty equipment collision mitigation, today announced that its newly appointed head of sales, [Matt Wood](#), will present at the upcoming [IMA-NA Technology Workshop](#). Hosted in San Diego, California, March 14-16, the Industrial Minerals Association – North America Industrial Minerals Technology Workshop assembles leaders from across the industry to create an interactive forum discussing the latest trends, best practices and new technology solutions.

Mr. Wood will present, “The Future of Safety: Improving Safety Systems through Technology Fusion” at 10:15 a.m. on Tuesday, March 15. Well-positioned within the heavy-duty market, PRECO’s [industry-leading collision mitigation](#) plays a critical role in the emerging trend of [technology fusion](#). PRECO’s active safety solutions are built on an open platform that is able to engage with other safety solutions on heavy-duty vehicles.

PRECO’s ability to engage the operator with both audible and visual alerts make its solution set the most flexible and complete object detection system available.

“I am looking forward to attending the conference and leading the discussion on the future of heavy-duty collision mitigation safety,” said Wood. “PRECO’s safety technology has been leading the industry for years. One only has to look at the technology that is being deployed within the automotive industry to understand the direction that the heavy-duty vehicle industry is heading by adopting open solutions that support multiple safety technologies.”

Abstract

"The Future of Safety: Improving Safety Systems through Technology Fusion"

Safety systems provide operators valuable and real time information that help them avoid or reduce the severity of accidents. Technology such as rear and side blind spot detection radar, forward looking object detection, camera/monitors systems, and back-up alarms are all examples of extremely valuable technology that are available today and are incorporated by many companies to improve the safety of their fleets. But these stand-alone systems can provide so much more when integrated with each other and/or with other emerging technologies. In this presentation, Matt Wood will explain the benefits of extracting crucial event data from existing hardware and integrating this hardware with such technologies as telematics systems, Advanced Driver Assistance Systems (ADAS), and operator monitoring systems in order to increase operator safety & efficiency, fleet management, and profitability. Wood will discuss how companies who are creating ‘smart products’ (hardware that communicates via the Internet of Things) will lead heavy-duty equipment industries into the future of data aggregation and ultimately vehicle automation.

About PRECO Electronics

PRECO is the global leader of collision mitigation solutions for heavy-duty equipment industries. PRECO’s patented safety technology systems provide customers a scalable and customizable solution for object detection that actively engages operators to vastly improve worksite safety. Customers across a wide spectrum of markets, including construction, mining, over the road, waste, transportation and utilities have realized reduced



collisions, improved productivity and mitigated risk. Established in 1947, PRECO is a privately held company based in Boise, Idaho. Learn more at preco.com or follow us on Twitter [@PrecoElec](https://twitter.com/PrecoElec).



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