

Cellcontrol™ Demonstrates Distracted Driving Industry's First-Ever Driver Identification Technology at CES 2014™

DriveID™ takes distracted driving prevention to the next level by accurately identifying who sits behind the wheel.

Las Vegas ([PRWEB](#)) January 03, 2014 -- [Cellcontrol™](#), the world's leading technology to stop distracted driving, will demonstrate the industry's first and only driver identification platform, DriveID™, at next week's global consumer electronics and technology tradeshow, 2014 International CES.

A [2014 CES Innovation Award Honoree](#), the groundbreaking technology is [the industry's first distracted driving solution](#) that also provides driver identification, and the accuracy required for user-based insurance (UBI) programs. DriveID accurately detects who sits in the driver's seat, and only applies a safety policy to that individual's mobile devices - leaving passengers free to talk, text, email and browse.

“Distracted driving prevention relies on intelligent driver identification, and with DriveID we've accomplished just that,” said Robert Guba, CEO of Cellcontrol. “We will continue to innovate the industry through technology and usability advances in order to remain aligned with our company's number one mission – ending preventable auto crashes caused by distracted driving.”

According to [Distraction.gov](#), approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving at any given moment. Further, drivers who use mobile devices are four times more likely to get into crashes and suffer injury. Through its cutting edge signaling technology, DriveID brings a user-friendly distracted driving solution to families and fleets.

Available for purchase in February 2014, consumers and fleet administrators can [now pre-order](#) the solar-powered DriveID standalone hardware platform. The device is simply placed on a vehicle's windshield and integrates with Cellcontrol's signature non-pairing Bluetooth technology to accurately distinguish the driver from the passenger(s), and enforces appropriate mobile device policy for each.

Cellcontrol executives will be available during CES at [booth 1636](#) for an in-car demonstration of DriveID. For more information and to watch a video of DriveID's capabilities, visit [cellcontrol.com/driveid](#).

###

About Cellcontrol

Established in 2009, Cellcontrol is the world's leading technology to stop distracted driving for vehicles ranging from passenger to commercial trucks. The company's patented non-pairing Bluetooth signaling technology integrates directly with a vehicle's onboard electronics, and eliminates a driver's ability to talk, text, email and browse on multiple devices while the vehicle is in motion. Cellcontrol's technology has been recognized by the Consumer Electronics Show and the National Traffic Safety Institute, and is used by families and Fortune 500 companies. For more information on the Baton Rouge, La.-based company, visit [cellcontrol.com](#) and follow [@Cellcontrol](#).



Contact Information

Blair Broussard

AR|PR

<http://www.annaruthpr.com>

+1 504.208.2655

Online Web 2.0 Version

You can read the online version of this press release [here](#).