



## **Toyota, State Farm and Ohio DOT Among Customers of VDI's *One Simple Decision—Simulation Program Where Participants` "Live Through" the Consequences of Distracted or Impaired Driving***

*Customers across the nation demonstrate commitment to safety by implementing OSD into various educational programs*

**El Dorado Hills, Calif.—May 16, 2012**—Virtual Driver Interactive, Inc. (VDI), the leading provider of simulation training solutions for commercial and education applications, today announced that multiple companies and organizations have chosen to use One Simple Decision™ (OSD), a first-of-its-kind simulation program that forces participants to live through the consequences of driving distracted or impaired.

OSD is designed to modify driving *behavior* by illustrating the consequences of choices made behind the wheel. Through a combination of driving simulation, intense interactions and first-person consequence videos, students are immersed in an intense, 20-minute experience that forces them to “live through” the results of the decisions they made while driving. OSD specifically addresses distracted driving including texting, cell phone use, peer distractions and other electronics. Equally important, OSD explicitly provides information and experiences that deal with impairments including alcohol, medications and fatigue. The experiences were developed and delivered in conjunction with the generous cooperation of the Superior Court of California/County of Sacramento, the Sacramento County Sheriff's Department, UC Davis Health Systems, Calstar Shock Trauma Air Rescue, the Sacramento Bee and Sutter Roseville Medical Center.

OSD has a fully integrated survey platform allowing customers to collect data specific to their needs. More importantly, survey results to date *prove that OSD is effective in changing the behavior of teens*: Eighty-six (86%) percent of teens and young adults surveyed said that after experiencing OSD, they would rarely or never drive distracted. Seventy-one (71%) percent stated that the consequences of driving impaired were worse or much worse than they originally thought.

Some of the latest customer implementations of OSD include:

**Toyota and Discovery Education:** The two companies developed a joint program called Toyota Teen Driver, which provides educators, parents and students with comprehensive lesson plans and take-home resources to help avoid distractions while driving. Two challenges—Toyota Teen Driver Video Challenge and Toyota Teen Driver Educator's Challenge—from this program, awarded winners with VDI simulators complete with the OSD program for use in their respective schools.

**State Farm Louisiana:** Nineteen State Farm agents, the local YWCA and the Delta Pride Area Field Office used their own funds to purchase OSD, which will be taken into local high schools to help prevent distracted and impaired driving.

**Ohio Department of Transportation:** Originally purchasing just one system, requests to see OSD became overwhelming, leading Ohio DOT to acquire more systems to meet demand. The virtual trainers

are housed in different district offices around the state to ensure accessibility during the “Distracted Driver Simulator Tour” initiative.

“So many people request to use it [driving simulator] for their events because it is getting the message across how unsafe it is to be too distracted while you're driving,” said Julie Walcoff program manager, Ohio Department of Transportation.

**Injury Prevention Resources:** With help from State Farm, IPR will use the virtual trainer along with local law enforcement to educate the local schools, in Fremont County, Wyoming, on the dangers of impaired and distracted driving.

**Safety Council of Southwest Louisiana:** The Safety Council implemented OSD into the many health and safety programs they offer to adults and teens in the community. OSD will be used in driving classes along with StreetReady, VDI’s software for new drivers.

**Lehigh Valley Health:** Using three Virtual Driver Interactive systems, Lehigh Valley Health has customized and recreated many of the consequence videos with their own law enforcement, judicial and medical officials, which will speak to their local youth about the dangers of distracted and impaired driving.

**UPS Foundation/ Johnaaiter-Unfall-Hilfe:** This application is an extension of an earlier purchase of OSD by the UPS Foundation which provides funding to Boys & Girls Clubs of America and Canada as well as various youth groups in foreign countries, including, JUH, a German organization that works with teens.

“Distracted driving has become a worldwide epidemic,” said Bob Davis, CEO and founder of VDI. “Our rapidly growing customer base shows there is a real need for solutions in preventing further injuries due to distracted or impaired driving and we are proud that VDI is helping provide that answer.”

Additional OSD customer success stories can be found by visiting the company’s Website at [www.driverinteractive.com](http://www.driverinteractive.com).

#### **About Virtual Driver Interactive, Inc.**

Virtual Driver Interactive (VDI) is well known in the simulation industry for its vision of innovative training. From training experienced corporate fleets to new teen drivers, VDI delivers effective training. By offering a wide range of system hardware options, VDI’s customers can expect highly portable, affordable and effective solutions. VDI program titles include **Virtual HD**, the premier product in VDI’s voice integrated training portfolio designed specifically for corporate programs; **One Simple Decision**, a deterrent to distracted or impaired driving; and **StreetReady**, a structured novice driver program measuring and teaching key skills. VDI is a privately-held company headquartered in El Dorado Hills, California. For more information about VDI’s innovative interactive simulation driver training solutions, please visit [www.driverinteractive.com](http://www.driverinteractive.com).

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