



Virtual Driver Interactive Showcases *One Simple Decision* and *Virtual Hazard Detection* Simulation Programs at Lifesavers Conference in Chicago

Programs target teens and young adults as well as corporations with focus on hazard prevention and decision-making skills such as texting and driving

Lifesavers Conference, Booth #303, Chicago, IL.—March 16-17, 2015—Virtual Driver Interactive, Inc. (VDI), the leading provider of simulation training solutions for commercial and education applications, today announced *One Simple Decision*® and *Virtual HD*® will be on display at booth #303 during the Lifesavers 2015 Conference at the Hyatt Regency Hotel on March 16th and 17th.

The Lifesavers Conference, the largest national gathering of highway safety professionals in the United States, will celebrate 33 years of delivering solutions to today's critical safety problems. VDI is pleased to continue to support the conference and, like Lifesavers, is committed to share the common goal of improving highway safety.

VDI will be showcasing two safety training programs designed to combat critical highway safety problems: *One Simple Decision* (OSD), an innovative simulation-based distracted and impaired driving program where actual law enforcement, judicial and medical personnel interact with the driver to modify driving behavior by illustrating the consequences of choices made behind the wheel; *Virtual HD*, the industry's first voice-controlled, interactive, simulation-based driver safety program designed to improve hazard recognition skills and reduce crash risk for many of the top commercial fleets.

OSD engages teens and young adults with a first-person account of the real-life consequences of distracted and impaired driving. The program not only scores driving infractions but also focuses on the actual legal, physical and psychological costs associated with impaired and distracted driving.

Many of the conference attendees including hospitals, insurance agencies, law enforcement, non profits, schools and more are already using OSD: Illinois State Police, Mayo Clinic, AAA, Toyota, UPS, New Jersey Manufacturer's, Maine Bureau of Highway Safety, and more. Results from the system's integrated survey platform prove that OSD is effective in changing the behavior of teens with eighty-six (86%) of teen/young adult participants saying that after experiencing OSD, they would rarely or never drive distracted.

"VDI's *One Simple Decision* program is as close to real life as you can get without putting you in harm's way," said Todd Emanuel, Mayo Clinic Emergency Services.

"As motor vehicle crashes continue to be the leading cause of death for American teens, VDI is committed to improving driver safety training," said Bob Davis, CEO & President of VDI. "We are excited to work with so many of Lifesavers' attendees having our programs installed in numerous highway safety offices, hospitals, insurance organizations, non profits and more. Together with these organizations, we can reach teens throughout the country and reduce preventable injuries associated with car crashes."

Also being showcased by VDI is Virtual HD, a self-paced program developed to improve hazard recognition skills, lower accident rates and reduce distracted driving in 60 minutes. This unique driver training program focuses on eliminating the primary reason why drivers become involved in a crash: a failure to recognize and react to hazardous driving situations.

For a complete schedule of events, please visit www.lifesaversconference.org.

About Virtual Driver Interactive

Virtual Driver Interactive (VDI) is well known in the simulation industry for its vision of innovative simulation-based training. From training experienced corporate fleets to new teen drivers, VDI delivers effective training. VDI offers highly portable, affordable and effective solutions. Titles include **Virtual HD**[®] (Virtual Hazard Detection), designed specifically for corporate fleets; **One Simple Decision**[®], a deterrent to distracted or impaired driving; **Virtual DE**[™] (Virtual Driving Essentials), a driver training and assessment program teaching critical skills; and **Boating Skills VT**[™] (Boating Skills Virtual Trainer), industry's leading simulation-based boating safety program. 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.

About Lifesavers 2015

Lifesavers is the premier national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on our nation's roadways. Each year, Lifesavers provides a forum that delivers relevant and timely common-sense solutions to today's critical highway safety problems. The conference addresses a wide range of safety topics, from child passenger safety and occupant protection to roadway and vehicle safety and technology. It offers the latest information on advances in highway safety, highlighting successful programs and drawing attention to emerging safety issues.

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