

AAA Study Confirms Safety Concerns with Hands-Free Telematic Systems

AAA study demonstrates that Maestro Personal Assistant is safer than hands-free telematic systems.

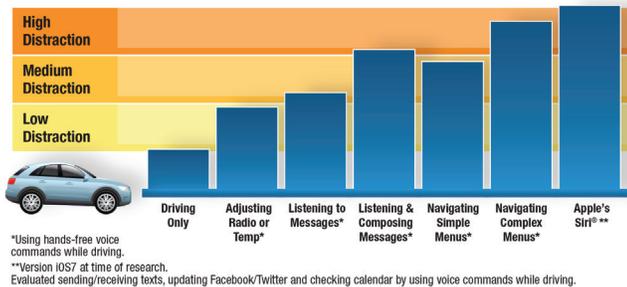
“Compared to the other activities studied (e.g., listening to the radio, conversing with passengers, etc.) we found that interacting with the speech-to-text system was the most cognitively distracting.”

Based on a AAA Auto Research Foundation study conducted in October 2014



“... speech-to-text system was the most cognitively distracting.”

Mental Distraction Levels by Task



AAA Foundation for Traffic Safety

www.AAA.com/distraction

According to AAA Foundation for Traffic Safety, three out of four drivers believe that hands-free technology is safe to use while driving, but study shows that these popular new vehicle features may actually be increasing mental distraction.

Additionally, the report goes on to say that the level of distraction and the impact on safety can vary tremendously based on the task or the system the driver is using.



“... popular new vehicle features may actually increase mental distraction.”

Maestro Provides Increased Driver Safety

How does Maestro increase driver safety? By providing live, professional personal assistants 24/7. In an earlier study by AAA, they also found that talking to a “live person was significantly safer than using voice-recognition technology” on mobile phones or in-vehicle devices.

Not only is it safer, but Maestro is smarter than a smartphone. That’s because a one minute call to a personal assistant allows the user to get more done than if they spent 60 minutes searching on a smartphone; even with voice-recognition apps.

Finally, Maestro is easily engaged regardless of where your customers are. It’s simple to use because it only takes a push of a button and your customers are interacting with a live professional personal assistant. It’s that simple.

* October 2014

➔ **Safer** - Studies show that talking to a live person is significantly safer.

➔ **Simpler** - At the touch of button every user is connected to a live personal assistant ready to provide them with Anything, Anytime, Anywhere®.

➔ **Smarter** - With Maestro all of your customers can get the help they need in a fraction of the time.



Maestro Headquarters 3410 Midcourt Dr, Ste. 119 Carrollton, TX 75006 | (888) 500-1411 | info@personalassistants.com