



# NEW Technology identifies the user of the Ignition Interlock Device

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IRVING (January 19, 2006) – Smart Start, Inc. as one of the leading manufacturers in the Ignition Interlock industry, exclusively dedicated to the installation, servicing and manufacturing of ignition interlock, today, announce they have the exclusive rights to a patent which ties photographs to an ignition interlock device. Smart Start, Inc. began development of the actual product in June of 2005 and will be releasing the photo ID module alongside its NEW, SSI 20/20 Interlock device, in the spring of 2006. (US Patent # 6,956,484 B2)

The photo ID unit is a small, approximately 1 cubic inch box which mounts to the inside of the driver's side windshield, about half way up from the dash. The device is electronically connected to our SSI 20/20 interlock device and captures the picture of the breath test subject at the time that the subject is taking the test. The unit will store the picture electronically and it will be date and time stamped in combination with the interlock units' logger. The particular camera chosen works well in very dark situations as well as bright sunlight in convertibles.

By using the photo id module, Smart Start will be able to positively identify the user of the device and minimize tampering now that a picture is being recorded.

The device will have several tamper detection features to prevent the user from covering the camera with tape or disconnecting it. When tampering is detected, the unit will send a message to the interlock aborting the test thus preventing the user from starting the vehicle.

According to the MADD/Nationwide Insurance Survey conducted by Gallup, Nine out of 10 Americans (94 percent) believe that drinking under the influence of alcohol is a major highway safety problem. Additionally, 60 percent of those surveyed who said they drink alcoholic beverages on occasion said they have operated a vehicle under the influence of alcohol, or close to being under the influence of alcohol, at some point in their lives. Of the top 10 factors to discourage drunk driving, 81 % thought ignition interlock would help in discouraging drunk driving. Of the top 10 methods to reduce drunk driving 91% thought requiring repeat offenders and high BAC offenders to install an ignition interlock in their car was a valid deterrent.

“Drunk Driving is preventable; we have a commitment to assist in the prevention of the needless incidences of drunk driving. Ignition interlocks have been shown to be effective with results ranging from 50 to 90 percent reductions in subsequent drunk driving offenses while the interlock is on the car”, said Lamar Ball, CEO of Smart Start. “Photo ID is a major step forward for ignition interlock technology. It will answer the question of "how do I know that the test results belong to a particular user?" Smart Start is committed to making our roadways safe and developing life saving technology to prevent drunk driving,” added Ball.

*Smart Start*®, founded in 1992, is a leading manufacturer of Ignition Interlock devices, exclusively dedicated to the installation, servicing and manufacturing. Smart Start has locations throughout the U.S.; they are headquartered in Irving, Texas.  
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