



## Smart Start Inc. Launches Smart Phone App for Ignition Interlock & Alcohol Monitoring Services

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DALLAS--(BUSINESS WIRE)--With many states implementing strengthened DWI/DUI laws in 2012, Irving, Texas-based Smart Start, Inc. expects to see a nationwide increase in enrollment in its ignition interlock and IN-HOM<sup>®</sup> alcohol monitoring systems. To provide easier access to enrollment information, Smart Start has developed and launched a new free smart phone app that is available for download via the iTunes store and the Android Market. The Smart Start app delivers product information, device training, a location finder using Google Maps, a BrAC calculator, as well as product and enrollment information. Privately held Smart Start is the leading provider of alcohol monitoring systems, with more than 1,000 company-owned and franchised service centers in the United States as well as locations in Europe, Latin America, New Zealand and Australia.

Smart Start has seen an increased demand nationwide in its alcohol monitoring devices as a result of states implementing new ignition interlock legislation. Recent studies and reports, such as those published last month by the Insurance Institute for Highway Safety (IIHS), prove that state laws requiring alcohol interlock device installation in the cars of those convicted of DUI are very successful in reducing repeat offenders. Seventeen states now require people convicted of driving with blood-alcohol levels over the 0.08 legal limit to install a breath alcohol ignition interlock device (BAIID) in their vehicles. Ignition interlocks require drivers to blow into a device to verify that they are sober before the car can start.

Smart Start's new smart phone app is a resource for drivers who have been convicted of driving while intoxicated (DWI), have a licensing requirement, have been court ordered to have an ignition interlock installed on their vehicle, or have been mandated to use a home alcohol monitoring system as a condition of their supervision.

With this new Smart Start app, anyone now has easy access to enrollment, device information, training videos and 1,000+ Smart Start service center locations nationwide from an iOS or Android smart phone. The app provides direct access to Smart Start's 24/7 bilingual customer service center, as well as video instruction on the proper use of Smart Start's alcohol monitoring products. The app's BrAC (breath alcohol concentration) calculator provides users an understanding of how alcohol consumption, time, weight, and gender affect BAC (blood alcohol content) levels.

"Since 44 percent of Americans own a smart phone,\* and not everyone has access to a computer immediately after they've been arrested for DWI, we feel it's important to provide easy access to enrollment and information about our alcohol monitoring devices from a cellular phone," said Smart Start President Jim Ballard. "The new app will also be a useful tool for probation officers, attorneys, law enforcement, judicial and monitoring authorities when DWI offenders call on them for guidance regarding their mandate to install a BAIID or IN-HOM<sup>®</sup> alcohol monitoring system."

Ignition interlock devices are designed to prevent a car from starting if a driver who blows into it has a (BrAC) level above a certain level, which in many states is .02. An optional camera and/or GPS tracking are available with the Smart Start ignition interlock systems, should the monitoring authorities deem it



necessary. Smart Start also recently introduced a portable, non-vehicle-based breath alcohol monitoring system, the Smart Start IN-HOM<sup>®</sup> device, which is used to monitor offenders' blood alcohol levels throughout the day via up to 10 programmable test windows / periods. Smart Start's ignition interlock and IN-HOM<sup>®</sup> devices offer judges, probation officers, private probation companies, attorneys and corrections agencies an affordable alternative to transdermal monitoring or imprisonment.

Smart Start's new smart phone app was designed and created in house, and although it is now only available for download via iOS on the iPhone, iPad or iPod Touch, or via the Android market, Smart Start expects to soon make the app available to Blackberry and Windows users. Download the app at: <http://itunes.apple.com/us/app/smart-start-inc./id477200370?mt=8>

### **About Smart Start, Inc. ([www.SmartStartInc.com](http://www.SmartStartInc.com))**

#### **SETTING THE STANDARD IN ALCOHOL MONITORING TECHNOLOGY™**

Privately held, Smart Start, Inc. is a leader in alcohol monitoring through its ignition interlock and IN-HOM<sup>®</sup> alcohol testing devices. It provides fully integrated services encompassing design, manufacturing, installation, customer service, monitoring and administrative support. A leading global supplier of alcohol monitoring devices since its creation in 1992, Smart Start is headquartered just outside of Dallas in Irving, Texas, and offers its services and products through more than 1,000 company-owned and franchised locations nationwide, as well as outside the U.S. in Europe, Latin America, New Zealand, and Australia. All Smart Start products are designed, engineered and manufactured in the Dallas-Ft. Worth, Texas, area.

800.880.3394

### **Smart Start<sup>®</sup> saves lives by Separating Drinking From Driving<sup>®</sup>**

NOTE TO EDITORS: App screen shots, product and executive photos available upon request.

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\* according to polling by Nielsen in December 2011

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