



Smart Start[®]

Separating Drinking From Driving[®]

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Saving Lives Starts with Who Drives...

Smart Start Launches a Photo-ID Ignition Interlock Device

October 31, 2008, Irving, TX, - Irving based Smart Start, Inc. (SSI) is pleased to announce the successful introduction of its Photo Identification Ignition Interlock device. This patented technology ties photographs of the interlock user to an ignition interlock device. The device identifies who is actually taking the breath test, on each and every test, or attempted test. Since September 1st, Texas Judges have required 250 offenders to install the Photo-ID interlock device as an additional sanction on the SSI 20/20 Interlock device.

“Drunk driving is preventable; we are committed to saving lives and making our roadways safe,” said Lamar Ball, CEO of Smart Start. “Assisting in the prevention of the needless incidence of drunk driving is our mission, and research shows interlocks are a proven tool in reducing DWI recidivism,” stated Ball.

This month, the National Safety Council (NSC) announced its support for the use of these devices to reduce alcohol-impaired driving, which contributed to 12,998 deaths last year nationwide, according to the National Highway Traffic Safety Administration (NHTSA). Representatives of the NSC’s 50,000 member organizations adopted this policy statement recently at their annual meeting: *The National Safety Council recognizes that ignition interlocks are proven effective in reducing drunk driving and encourages states to enact legislation to require ignition interlocks for all convicted drunk drivers.*

SSI developed this state-of-the-art tool as a way to show their ongoing commitment to help authorities monitor interlock offenders. In July, five Texas Judges voluntarily installed the device in their personal vehicles. They were

interested in the technology, wanted to experience first hand its use, and were concerned about the integrity of the data and information. The consensus from the Judges was that this technology is a major step forward for ignition interlock technology, and it will answer the question: “How do I know who took the interlock test?”

“We applaud the leadership of the National Safety Council, Mother’s Against Drunk Driving, the National Highway Safety Administration, The International Association of Chief’s of Police, the Governors Highway Safety Administration, The Century Council and the National Transportation Safety Board for their support of ignition interlocks,” Ball added.

The device is readily available throughout Texas, and SSI is offering free installation now until January.

About Smart Start, Inc.

Smart Start, Inc. is the only ignition interlock manufacturer offering fully integrated ignition interlock services encompassing manufacturing, installation, service, monitoring and administrative support. Since our inception in 1992, Smart Start has provided interlock service to more than 80,000 customers. Our large, active client base and experience working in over 32 states in the U.S. and Internationally in Sweden and Australia, gives us a unique perspective on operating efficient, effective, service-driven interlock programs.

