

PRESS RELEASE

Preco Electronics Presents Sensor Fusion's Influence on Heavy-Duty Equipment and Vehicle Operation at Annual AEM Product Safety & Compliance Seminar

Preco's Tom Loutzenheiser leads discussion of Sensor Fusion and Telematics in shaping Operator Efficiency, Performance and Safety

Boise, Idaho – April 18, 2016 – Preco Electronics, the global leader in heavy-duty vehicle collision mitigation, today announced Preco's presentation within Association of Equipment Manufacturers (AEM) annual Product Safety & Compliance Seminar. Hosted in Rosemont, Illinois, April 18-21, the AEM conference gathers industry leaders to engage in conversations and demonstrations of the industry's most innovative and thought provoking safety solutions for the heavy-duty vehicle industry.

Mr. Loutzenheiser, Vice President of Business Development at Preco, will be leading the discussion of how technology is improving operator efficiency and creating safer work environments. Mr. Loutzenheiser will present "Telematics Technology and Sensor Fusion – Enhancing Vehicle and Operator Safety." Preco was selected for its market leading safety solutions, market-share within the heavy-duty industry and its role within the industry's adoption of telematics.

Preco's active safety solutions are built on an open platform that engages with other safety solutions on heavy-duty vehicles to improve operation, tracking and performance. As a standalone safety solution or integrated with Telematics, Preco's suite of object detection solutions help fleet managers improve safety performance.

Preco is the preeminent leader of collision mitigation solutions for the heavy-duty industry," said Loutzenheiser. We are looking forward to sharing not only a vision of what is coming to the heavy-duty market, but what is available today, how customers are integrating solutions and discussing what the evolving standards mean for both the manufacturers and customers. Preco's strong history of delivering industry leading active safety solutions allows our customers to enjoy improved performance, reduced accidents and safer operation."

Speaking Abstracts:

Telematics Technology and Sensor Fusion – Enhancing Vehicle and Operator Safety

Telematics technology is evolving at a rapid rate due to the influx of available data to the telematics system. The uses have gone far beyond GPS tracking and vehicle maintenance and has now moved into the area of driver monitoring and behavior with the goal of improving operator safety and efficiency. With the advancement of sensor technology, telematics systems are able to record and deliver event data that is critical to fleet managers in assessing the habits and actions of their operators. From the recording and logging of harsh acceleration and braking, to near miss collision reporting, the ability for systems to fuse the data from multiple sensors to analyze a driving habits is facilitating the overall improvement of safety for fleets utilizing this technology.

This presentation will look at the types of sensors being utilized to increase the safety of heavy equipment and vehicles and how the sensor data relates to driver improvement, efficiency and safety through the use of telematics systems.

About PRECO Electronics

Preco is the global leader of collision mitigation solutions for heavy-duty equipment industries. Preco's patented safety technology systems provide customers a scalable and customizable solution for object detection that actively engages operators to vastly improve worksite safety. Customers across a wide spectrum of heavy-duty markets, including construction, mining, over the road, waste, transportation and utilities have realized reduced collisions, improved productivity and mitigated risk. Established in 1947, Preco is a privately held company based in Boise, Idaho. Learn more at www.Preco.com and follow us on Twitter @PrecoElec.