



SGESC ✓ **MAX**
HOME OF **MAX·SAFE** ✓

Eliminate Blind Spots,
Reduce Accidents,
Improve Visibility with

MAX·SAFE ✓
Blind Spot Solutions

The Danger

All heavy vehicles and machinery have large blind spots, creating risks. The size of a vehicle limits visibility from windows and mirrors, putting drivers and vulnerable road users (VRUs) at risk.

Most VRUs are unaware of the extent of blind spots and unknowingly put themselves in danger.

Heavy vehicle blind spots are a leading cause of accidents, injuries and fatalities when:

- Reversing on worksites, loading docks, laneways and streets
- Changing lanes, turning corners or taking off at intersections
- Driving on roads where VRUs are ever present

As well as having devastating impacts on a VRU, blind spot accidents can:

- Lead to PTSD for drivers involved
- Incur costly investigations, legalities and insurance premiums
- Damage a company's reputation and business earnings

The Solution

Our blind spot monitoring solutions include basic vision-based high-definition cameras to more advanced AI camera and radar technologies. They identify blind spots, VRUs and vehicles and, in some cases, provide active automatic braking.

Our **MAX-SAFE Watch** (sensor based) and **MAX-SAFE View** (AI-camera based) solutions work together to create an ecosystem of safety around a vehicle. Unlike passive systems that rely on a driver to react, our active solutions detect and respond to hazards before they become reality.

With 360-degree coverage and superior performance in most weather conditions, our solutions offer the ultimate safety net for your fleet.

Benefits

- Makes driver aware of people in blind spots
- AI technology with 99.9% detection accuracy
- Protects Vulnerable Road Users (VRUs)
- Works when vehicle is stationary, moving, in day and night
- Safety and manoeuvrability aid for the driver, enhancing efficiency
- Protects vehicle and equipment from damage
- Insurance against driver oversight
- Visual alerts for drivers, audible warnings for pedestrians
- Fault monitoring and override
- Danger zone is programmable
- Part of the MAX-SAFE Safety Eco-System
- Helps comply with CoR Primary Duties
- Complies with UN Regulation No 151, 158, and 159.



“The safety solutions overcome the major blind spot challenges of operating residential collection vehicles. They will reduce the incidents where a VRU has contact with the lifting arm or garbage bin, or a reversing truck.”

John Kneebone
Veolia



How it works

Our **MAX-SAFE Watch and View** solutions use a combination of advanced sensors and AI camera technology to provide comprehensive safety coverage.

1

Monitor

Each system continuously monitors the vehicle’s surroundings.

This constant surveillance ensures that any potential hazards are detected early, providing ample time for corrective actions.

The monitoring of each system is designed to detect either pedestrian, vehicles, and/or other obstacles, with high accuracy.

2

Warn

The system provides multiple warnings to alert the driver and nearby pedestrians of potential danger.

These warnings include audible and visual alerts in the direction of the danger.

The comprehensive warning system ensures that all parties are aware of the risk, allowing them to take necessary precautions.

3

Act

Upon detecting a potential hazard, the systems activate automatically, initiating a series of warnings and preventative measures.

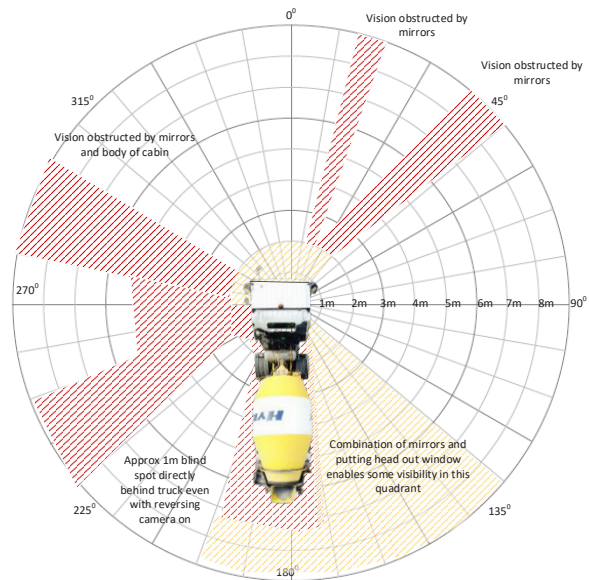
This immediate response includes activating verbal alarms, flashing lights, and in some cases, automatic braking.

The automatic activation aims to ensure that the vehicle is secured against unintended collision.

Highlighting the Issue: Heavy Vehicle Fatalities and Accidents

To underscore the critical need for advanced blind spot monitoring technology, here are some key statistics on blind spot challenges with heavy vehicles:

- In the waste industry (collection and landfill), blind spots were found to be one of the key reasons for fatalities that occurred in a 2013-2014 study, finding that:
 - Operators did not see someone in their blind spot
 - Operators thought their vehicle's path was clear
- Depending on the heavy vehicle being operated, their drivers may only have 180-degree visibility.
- For some vehicles, an average height person (1.76m) standing within two metres of the front of the cabin could not be seen by a driver without the use of additional technologies.
- You can see in the diagram that for the cement truck, over 90 degrees of viewing angle is in the driver's blind spot (shaded red).



“The solution was most beneficial to the drivers as they were only made aware of a person in their left-hand side blind spots when they needed to be.”

Matthew Wentman
Cleanaway Waste Management

Proven Solution

Since 2010, SGESCO-MAX has offered advanced and affordable blind spot monitoring solutions to enhance safety for heavy vehicle operations, adding AI and ML in 2023. Our MAX-SAFE range integrates passive and active technologies, including cameras and radar systems to provide drivers with comprehensive awareness of their vehicle's surroundings, effectively minimising blind spots.



“With better visibility of what is happening behind the vehicle the combined solution improves safety outcomes for Vulnerable Road Users and reduces the risk of property damage, saving lives, mistakes, time and money.”

Matthew Redman
JJ’s Waste & Recycling



“With protecting people at the rear of a council vehicle being a non-negotiable safety requirement, we are very pleased that we have a safety solution that is performing to the standards we want to uphold.”

Bradley Degen
Ipswich City Council



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MAX-SAFE BLIND SPOT SOLUTIONS

ELIMINATING BLIND SPOTS, KEEPING PEOPLE & PROPERTY SAFE

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- ◆ MAX-SAFE Reverse Watch®

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