



Dash cam and video coaching to enhance your safety programs

Introducing GO Focus Plus, delivering instant in-cab verbal feedback when distracted driving, tailgating, rolling stops or other risky behaviors are detected.



Automates pairing & self-calibrates

No manual procedures required for installation and setup, other than a simple pointing adjustment at installation



Driver risk profile

Easily identify repeat offenders and risky behaviour patterns with severity-based event review



Proactive collision management

Verbal safety alerts in real time support changes to driver behaviour before incidents occur



Enhanced coaching with AI

Automated workflows, AI generated insights and recommendations of specific grouped behaviours for coaching sessions



Fewer false positives

Our AI for DMS and ADAS helps predict risks on the road and in the cabin with the highest levels of confidence



Privacy first design

In-cabin privacy options designed to be enabled with a flick of the switch



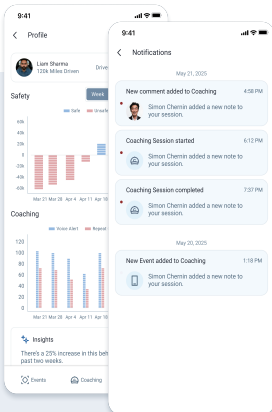
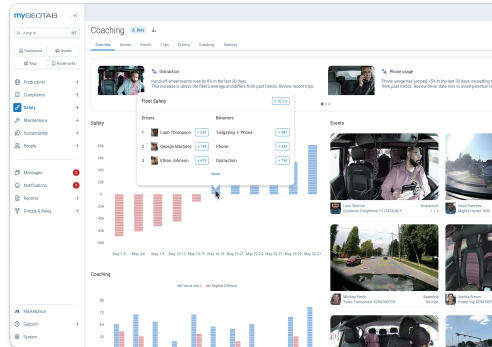


Why add to your fleet

- The new workflow provides a **single platform** for managers to coach, track progress, and recognise safe driving from every alert.
- Advanced **AI** continuously improves detection, automatically keeping your system smarter and your team ahead of risk.
- **Privacy**, data security, and regional compliance are guaranteed from the start.

Helping fleet managers simplify coaching

- Prioritised list of drivers and behaviors
- Review full event footage for context and personalised driver training
- Log notes to create full driver coaching records
- Coaching and event history, with trend analysis



Helping drivers become safer on the road

- In-cab coaching for self-correction to avoid unnecessary escalations
- Real-time verbal alerts in cab, not just beeps
- In-cab event trigger button to mark footage
- Driver-friendly mobile app for two-way communication and self-coaching



+65 6980 3433 (Singapore)
+603-2774 6337 (Malaysia)
geospatial@masterconcept.ai



Geotab



Master Concept