

**MOVE OVER**



***The End of Road Rage!***

**Executive Summary**

**November 2017**

## **Executive Summary**

Move Over Slow Drivers (MOSD) System is an automotive invention that identifies, monitors and records slow drivers when they block fast highways lanes.

MOSD was invented and developed by Bert V. Burke, Ph.D. and Michaela C. Burke.

## **Laws on Slow Drivers ... Blocking Fast Lanes**

Every state has rules, requiring slow drivers to move over to right and not impede faster vehicle traffic. Despite the laws, many slow drivers refuse to move over and then problems begin.

In reaction to being blocked by slow drivers, faster drivers often resort to "tailgating" or impulsive "in and out" lane switching to get pass the slow drivers.

Unfortunately, these ill-advised remedies can result in road rage, accidents, injuries or deaths.

## **Goal of MOSD**

It is the mission and goal of MOSD to provide all drivers with the opportunity to do more than just complain, yell, tailgate, or express road rage, regarding the problem of slow drivers blocking fast lanes.

It is the purpose of MOSD to provide the needed technology and systems to solve the above stated problem in new and existing vehicles.

The management of MOSD believes that we have created and patented an effective invention to identify and monitor potential violating drivers and to educate the slow drivers themselves.

Once MOSD technology records a slow driver being passed on its right side, the data will be available to Traffic Courts, Highway and Transportation Authorities, Police Departments, Insurance Companies, etc.

The third parties will use the information, as follows: Traffic Courts may issue warnings or summons, Insurance Companies may use the information to reduce or increase their rates, Highway and Transportation Authorities may pass new traffic laws, etc.

Once a significant number of everyday drivers implement MOSD technology, the problem of slow drivers blocking faster lanes will be greatly reduced.

Lives will be saved, crashes will be reduced, and highways will become more efficient.

## Success Factors

MOSD is uniquely qualified to succeed due to the following reasons:

- ✓ When we describe the invention, drivers smile and ask, “*Where can I get one?*” They immediately know what benefits they will receive from installing Move Over Slow Drivers in their vehicles.
- ✓ Almost all drivers have been subject to the frustration of being behind a slow driver in a fast lane and wish for a way to eliminate the problem.
- ✓ The invention can be purchased and installed by OEM's (original equipment manufacturers).
- ✓ The invention can also be purchased and installed as a Retrofit system to be sold and installed at auto repair shops, tire shops, sellers of navigational systems, vehicle monitoring products, etc.
- ✓ Starting in January 2018, all drivers will be able to download MOSD's technology to their Smart Phones for operation in their cars. (Over 180 million U.S. drivers own smart phones.)
- ✓ U.S. Patent Application #62/546,334 was filed on 8/16/17 (on an accelerated basis) to cover smart phone technology.
- ✓ In January 2017, the USPTO granted the Burkes U.S. Patent # 9,601,011.
- ✓ Application #15/397,419 - a Continuation In Part was filed 1/3/17 and received Notice of Allowance on 6/5/17.
- ✓ Application # 15/605,702 - a Continuation In Part was filed 5/26/17 and received Notice of Allowance on 8/9/17.
- ✓ Applications were filed to protect MOSD in 39 foreign countries on August 25, 2017.
- ✓ U.S. Trademark Applications have been filed for *Move Over Slow Drivers* and *MOSD*.

## MOSD Technology

To take positive action against slow blocking drivers, drivers will either have:

- A. **Vehicle Processing (VP) System** operating in vehicles will be installed at the time of manufacturing by OEM's (Original Equipment Manufacturers) or by Retrofit in auto repair shops, car dealerships, etc.

- B. **Smart Phone Processing (SPP) System** operating via smart phone technology and the MOSD App. The smart phone is held in a dashboard holder and operates by voice commands.

## **Violation Processing**

When a vehicle has a MOSD unit, the vehicle's owner has registered themselves as a MOSD Member.

MOSD Drivers at any time can voice operate their MOSD technology to identify and monitor slow drivers when they are blocking faster traffic in the same lane.

1. When a slow driver blocks a faster vehicle in the same lane, the video camera will capture the rear license plate number of the violating vehicle. (The action will be activated by a voice command.)
2. The unit will then determine the GPS coordinates of where the violation occurred, along with the time and date.
3. The faster monitoring vehicle will go to the right lane to pass the slow vehicle on its right side. As the faster vehicle passes the slower vehicle on its right side, the video camera will verify that the slower vehicle was passed.
4. After the faster monitoring vehicle passes the slower vehicle, it will move over to the fast lane.
5. The camera will turn itself "off" in a specified timeframe.
6. The MOSD technology compiles the data collected and after the data is reviewed, the data will be forwarded to the appropriate traffic court, insurance company, etc.

## **MOSD Revenue Sources**

Here is a list of the potential parties that will license and pay fees to MOSD:

- (1) Traffic Courts will pay MOSD fees for the violation data collected by MOSD units in their cars.
- (2) Traffic Authorities and Insurance Companies, etc. will pay MOSD fees for the data collected by the MOSD Drivers.
- (3) MOSD Drivers could pay minimal monthly membership fees to receive reports on their own driving, etc. They will also receive local and national reports on the results of slow drivers when they block fast lanes.

- (4) OEM's (Original Equipment Manufacturers) will pay licensing fees when they want to install MOSD in new vehicles.
- (5) When new vehicle dealerships, auto repair shops, tire shops, etc. retrofit cars with MOSD technology, they will pay licensing fees.
- (6) Navigation companies (GM's OnStar, Hum, Garmin, Safety Vision) will pay MOSD licensing fees.

## **Management Team**

Bert V. Burke, Partner – Managing Partner and holder of 18 patents, including the Gift Card (both the Open and Retail Cards). His patents include Bank of America's "Keep the Change Program", Wells Fargo "Way2Save", and multiple other consumer and merchant programs.

Michaela C. Burke, Managing Partner and Co-Inventor. Previously, she was a TV personality, a teacher, plus owning and operating a chain of retail stores.

AJ Levato, Partner – Partner in-Charge of Marketing and Product Development.

Mark Terry is MOSD's patent counsel with offices located in Miami, Florida.

Michael Cronin, Esquire is MOSD's corporate attorney and a partner with Johnson Pope in Clearwater, Florida.

## **Company Information**

MOSD offices are in Lecanto, FL.  
Website: [www.moveoverslowdrivers.com](http://www.moveoverslowdrivers.com)

Telephone: 352-513-5338  
Email: [bvburke@burkeic.com](mailto:bvburke@burkeic.com)