

## MEDIA RELEASE

## Optalert to wake up drowsy drivers at Kalgoorlie's GME

Optalert will participate in its first Western Australian mining industry show and demonstrate its Optalert driver alert glasses on **Stand 1049** during the Goldfields Mining Expo (GME) at the Kalgoorlie-Boulder Racing Club from October 28-30, 2008.

The Australian-developed Optalert glasses are the world's first scientifically proven system to alert a driver to an impending episode of drowsiness.

"The mining industry is fully aware that operator fatigue is one of the biggest causes of accidents, bumps and grinds," Optalert's national business development manager, Stuart Hickleton, said.

"To date, mining companies have tried to manage this situation through implementing policies and procedures, but mining industry statistics show that 60% of truck haulage accidents and 10% of all surface mobile equipment incidents are directly attributable to driver fatigue or drowsiness," he said.

Optalert glasses work by measuring a driver's eyelid movement.

"The glasses look and feel like an ordinary, stylish pair of sunglasses but their frames house cutting edge technology," Hickleton said.

"Whenever Optalert detects drowsiness, which is often before a driver becomes aware of it, a loud beeping noise and a voice message warn the driver.

"This enables the driver to take immediate action to stay safely alert, potentially saving the driver's life and/or the lives of others."

Optalert was developed by Dr Murray Johns, a world leader in sleep research and founder of Sleep Diagnostics, an Australian company committed to the research and development of drowsy driver assistance technologies.

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