Flare Inc.

- ❑ Address: Toshima-ku, Tokyo
- ❑ Employees: 12 [Including subsidiaries]
- ❑ Established in 2017
- ❑ Business: Information and communications
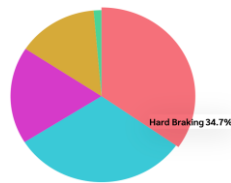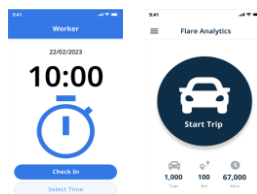
https://corp.flare.run/en/

Outline of the demonstration project

- Demonstration project of AI-powered unsafe driving visualization solution to reduce traffic accidents and enhance safety in Thailand.
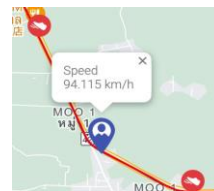
Cooperation with local companies/governments

- Local Partners: Toyotsu L&C (Thailand) Co., Ltd. , Flare (Thailand) Co., Ltd.
- Details of Partnership/Cooperation: Provision of an app to realize DX in the employee task management with AI-powered unsafe driving analysis function. This initiative helps solve Thailand's critical traffic safety issues and promotes DX in the field of work management.

Measure unsafe driving only with mobile app

Display driving risks by events

Map visualizes risk locations

Targeted economic/social issues

- Thailand's traffic death rate ranks the 9th in the world at 32.7 per 100,000 people.
- Despite the Thai government's efforts to reduce traffic accidents over the past decade, the rate continues to rise.
- When employees are involved in accidents, it directly impacts the company's performance, credibility and safety management, and results in economic losses.

Details of demonstration

- We offer Flare Dash/Analytics, a mobile app for work management equipped with AI-powered unsafe driving analysis capabilities, currently deployed in several countries.
- It is accessible via smartphone, and requires no additional hardware installation, making it cost-effective and easy to introduce even in emerging economies.
- It visualizes and assesses unsafe driving behaviors on a map to present objective points to improve and raise safety awareness.

Expected outcome of beneficiary effects

- By reducing the incidence of accidents through improved safe driving practices, we enhance safety for both businesses and individuals while reducing economic losses.
- Even in regions where it is difficult to obtain expensive in-vehicle equipment to evaluate driving, our solution enables cost-effective safety management.