

Improving driving safety:

Consumers want to be connected at all times and this includes while they are driving a car. What needs to be done is to provide guidance and environments that provide safer environments while doing this. The Guidelines and Principles that are provided by the [NHTSA](#) seem well thought-out and appropriate. Our best course of action to improve vehicle use safety is to provide product/service implementations that fully support them. Demanding laws that ban the use of hand-held (HH) phones while driving is one of them. Contact your elected representative and express your views. Nuance Communications has proven to be totally inept at lobbying for a universal HH ban, which is obviously highly beneficial to the speech technology industry. Nuance has not even been able to get it's home state (Massachusetts) to enact a law that bans the use of HH phones while driving.

Working closely on driving safety issues with organizations such as [The AAA Foundation for Safety](#), [Consumer Electronics Association \(CEA\)](#) and the [National Safety Council](#) would make a good deal of sense. The speech technology industry needs to be much more aggressive in working with organizations such as this who are promoting an improved safety agenda. Despite seeming somewhat hostile towards the use of speech technology while driving, the folks at The AAA Foundation for Safety are sincere in their goal of improving driving safety. They simply were sold an incorrect bill-of-goods by the dishonest research team at the U. of Utah. I believe that these organizations would be quite receptive to working with speech industry people that are knowledgeable and interested in working with them. In particular since Nuance is such a flop in this area, it's critical that other speech technology participants step up to do this job.