



Technology Review: SipSmart Kiosk by Ladybug Teknologies

Like NPAMC, Ladybug Teknologies (www.ladybugteknologies.com) has long sought to bring stakeholders of road safety together in a solution that gets ahead of drinking and driving behaviors. Over the years we have built a solid record of bringing good technology to market and we are supported by some of North America's great contributors to forensic toxicology and alcohol research. These stakeholders have made it possible for us to now bring the best of today's enforcement breathalyzer technology together with the best interests of all stakeholders in a system called the SipSmart Network (www.sipsmart.us).

The SipSmart Network is comprised of wirelessly connected SipSmart Kiosks that provide an interactive way for social drinkers to test themselves while imbibing in the bar. At the micro level, each individual SipSmart Kiosk is set up so as to avoid all the pitfalls of previous technologies. First, it uses a government approved enforcement roadside screener so there is no questioning the technology. The screener is calibrated monthly by a trained technician ensuring the



integrity of the unit and avoids burdening hospitality owners with yet another operational chore. Second, unlike previous technology, there is no one-off breath sampling and the SipSmart Kiosk charges \$5 for a 3-breath sample session. While at first blush this might seem like a lot of money to extract from the drinking masses, the price has been specifically set to discourage gaming and encourage multiple use. By committing \$5 to their breath sampling experience, SipSmart users are encouraged to use their 3 credits at one drinking session as they expire at 6:00 a.m. every morning. Sampling 3 times over the course of an evening allows the kiosk to chart BAC readings and identifies whether the user's BAC is rising or falling.

The kiosk also calculates and displays “time to zero” with each sample. This helps social drinking users to recognize just how long it takes to get back to 0.00% BAC and reminds them of the reality of the morning after the night before. If that weren’t enough, the SipSmart Kiosk then rewards social drinkers who use their 3 breath samples with a coupon that is at least equal to the value of the cost to use the kiosk. For example, one bar that we have partnered with is providing users with a \$5 coupon on a cab ride while another is giving a \$5 discount when the user returns on another night and spends \$20 or more. This is, in my mind, where SipSmart really excels as the kiosk helps bar owners build patron loyalty and benefit from repeat traffic but doesn’t share any revenue with them directly keeping them at arm’s length from the solution. Long term, Ladybug hopes to use this collaborative approach to engage the insurance industry in providing discounts to bar owners who step up and not only encourage responsible drinking but make the tools available to patrons to participate in it.

At the macro level, each kiosk is connected via wifi to Ladybug’s backend servers. This connectivity allows users of the SipSmart Network to bar hop and advertisers on the system to target their message to a very engaged market. Once a user creates a profile on the system, only that user has access to their personal data and only while their session is active. In fact, if they lose or forget their password, even Ladybug can’t

recover it. Long term, Ladybug is creating smartphone apps that will extend the reach of the SipSmart Network and allows users to view their current session data on their smartphone. This avoids having to have their results displayed on the kiosk altogether and increases privacy another notch.

Once the foundation of the SipSmart Network is put in place, the Network can be used to drive a host of other services and programs. We foresee social networking campaigns that reward “informed consumption”, video games that highlight impairment, and loyalty programs that reward designated drivers, to name a few. To learn more about the technology or to get on the list to be considered an early adopter community and/or partner, please email us at info@ladybugtechnologies.com.