

MEDIA RELEASE

Optalert to wake up drowsy drivers at QME

Sleep Diagnostics will participate in its first mining industry show when it demonstrates its Optalert driver alert glasses on **Stand 6104** during the 2008 Queensland Mining and Engineering (QME) exhibition at the Mackay Showground from July 22-24.

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 already fully aware that operator fatigue is one of the biggest causes of accidents, bumps and grinds," Optalert marketing and promotions manager, Sarah McCully, said.

To date, mining companies have tried to manage this situation through implementing policies and procedures, but 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.

Optalert driving 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," McCully said.

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