

Innovation Idea to create awareness for safe driving

“Take it easy driving- the life you save may be mine.” -- James Dean

Back in the late 1800's when vehicles were first invented, it brought huge development to the traditional methods. Several start-ups, industries, factories and many other institutions advanced their businesses with the help of this invention.

However, just like any other inventions, automobile does have a few drawbacks. The number of road accidents have increased exponentially over the years. Therefore, traffic rules were implemented by the government. Although rules became more strict as time passed but the death rates on road remained fairly constant.

“Between 2006 and 2016, 78,487 people died from car accidents, constituting 12 percent of deaths in the kingdom in the same period.” (News, 2017).

“Over the past two decades Saudi Arabia has recorded 4 million traffic accidents, leading to 86,000 deaths and 611,000 injuries, 7% of which resulted in permanent disabilities.”(News, 2017)

Measures taken by the government

- Boards indicating speed limits on roads
- Cameras
- Radar
- Fines of different amount for breaking the traffic laws
- Several awareness campaigns

Despite all the government's efforts, there are much more cases of car accidents reported than expected. Henceforth, we have to implement more creative ideas to find solutions.

 Road stickers



These movable stickers are placed on roads of Canada and other neighbouring countries. These 3D stickers appear as people on the road or broken roads from a distance which makes the cars slowdown from afar. It is not until they approach very close that they realize that they are stickers. This is a cost effective idea to test on roads of Saudi Arabia, especially Jeddah.

However, they will not be visible during night time.

🚦 Holographic road signs



These holographic lighting can be redesigned for roads to display speed limits or any other information on roads. A virtual obstacle will force the driver to slow down even if the driver is aware that it is just a holographic projection. This can be helpful during night time when the 3D road stickers will not be visible.

Holographic images will visually appear as an obstacle and trick the driver to slow down vehicles.