

# EnPRO 351

## Combating Underage Drinking and Driving

### Competitive Technology

#### Breathalyzer:

- Currently used by government for D.U.I. offenders
- Measures Blood Alcohol Level (BAC)



#### Transdermal:

- Used in probation situations
- Measures Transdermal Alcohol Level (TAC)
- Measures TAC by changes in the conductivity of skin



#### Infrared:

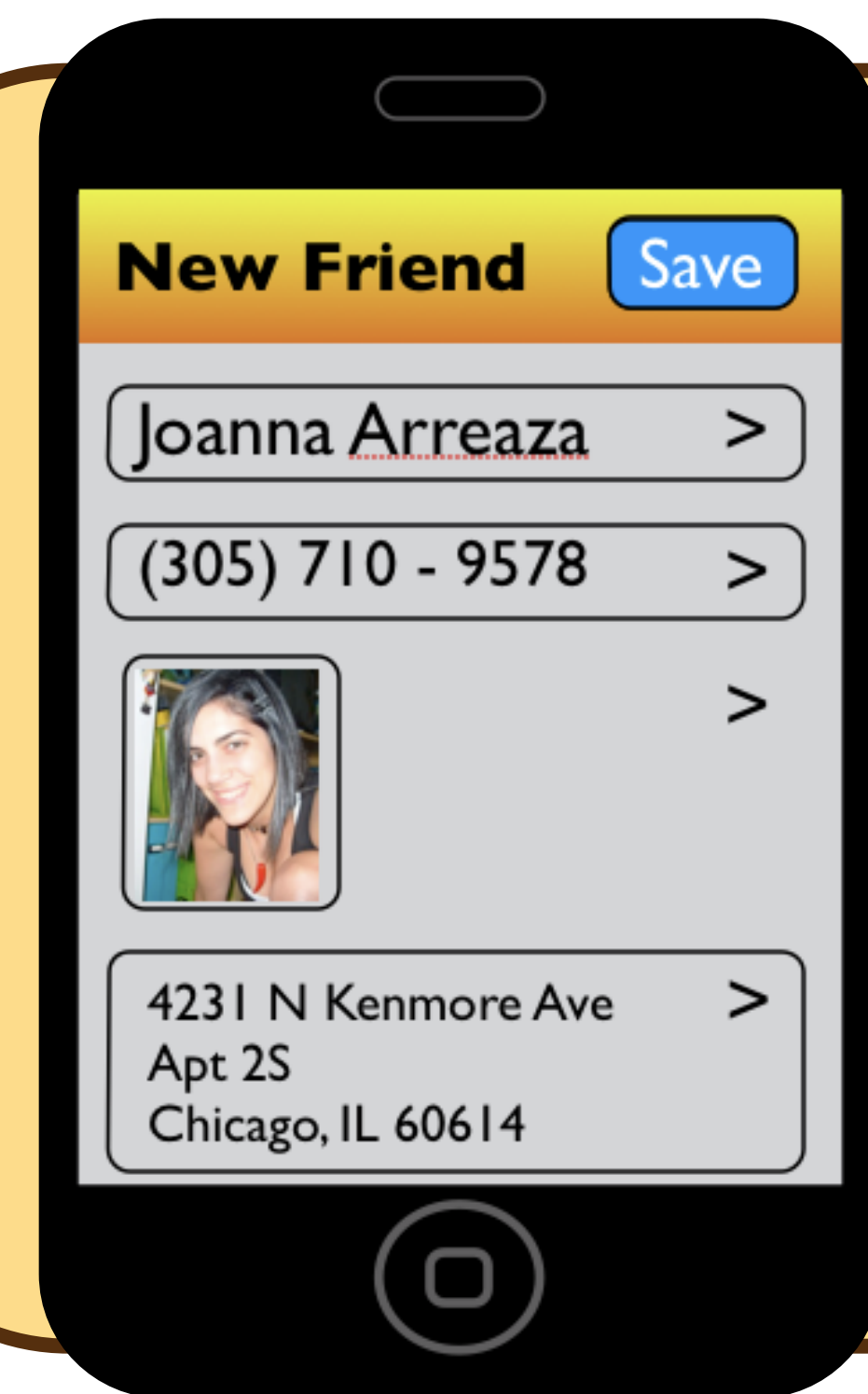
- Spectrophotometry measures presence of alcohol
- Used by employees in the workplace; made by TruTouch



- = Advantage
- = Neutral
- = Disadvantage

	Breathalyzer	Transdermal	Infrared	Cell Phone Apps
Low Cost	●	●	●	○
Intrusive	●	●	○	○
Indirect Measurement	●	●	●	○
Ease of Adoption	●	●	●	●

### Smart Phone Software



#### Clue Me In

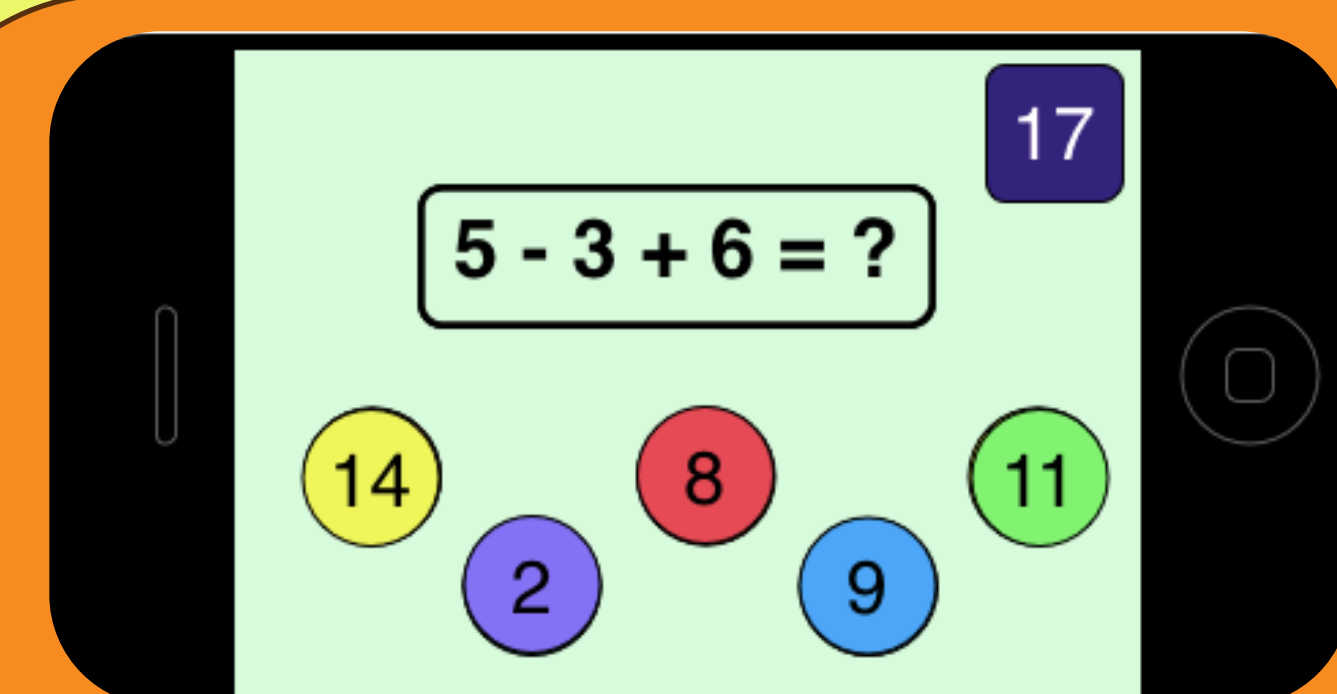
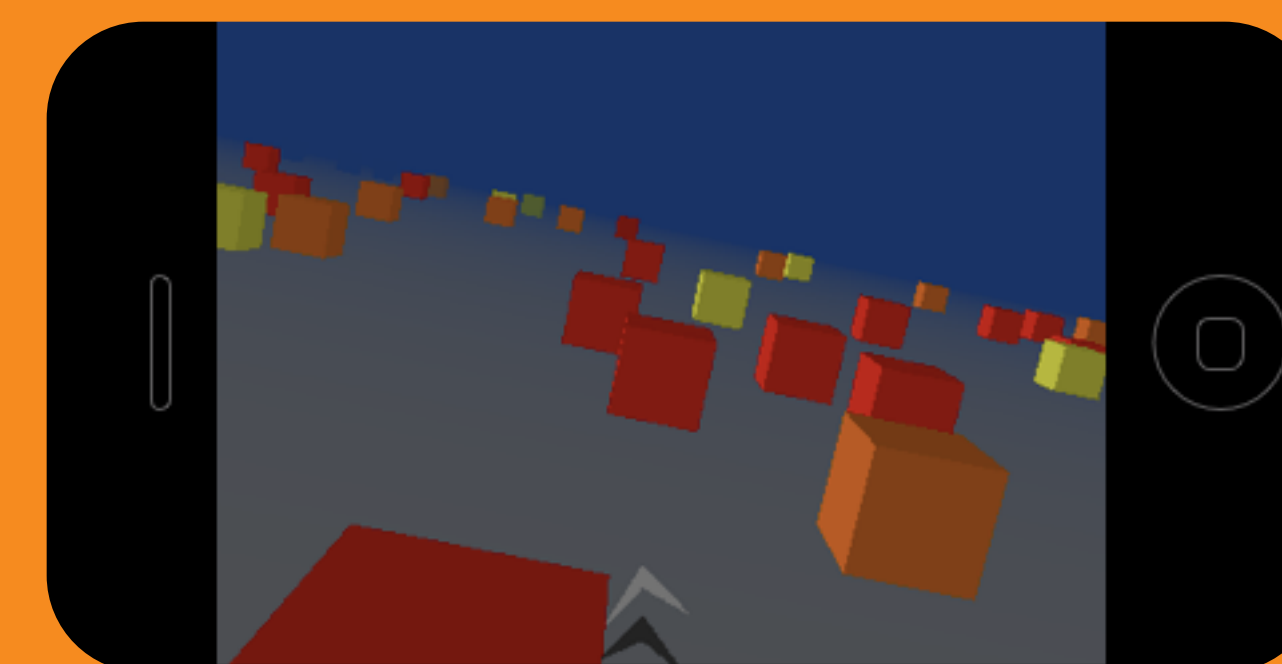
##### Goal: Increase Communication

- Child inputs Who/Where/When Information
- Parent able to contact child's friends and friends' parents
- Curfew is stated and agreed upon

### 3-N-Out App Suite

#### Tests Reaction Time

- User must navigate virtual obstacles
- User must be balanced

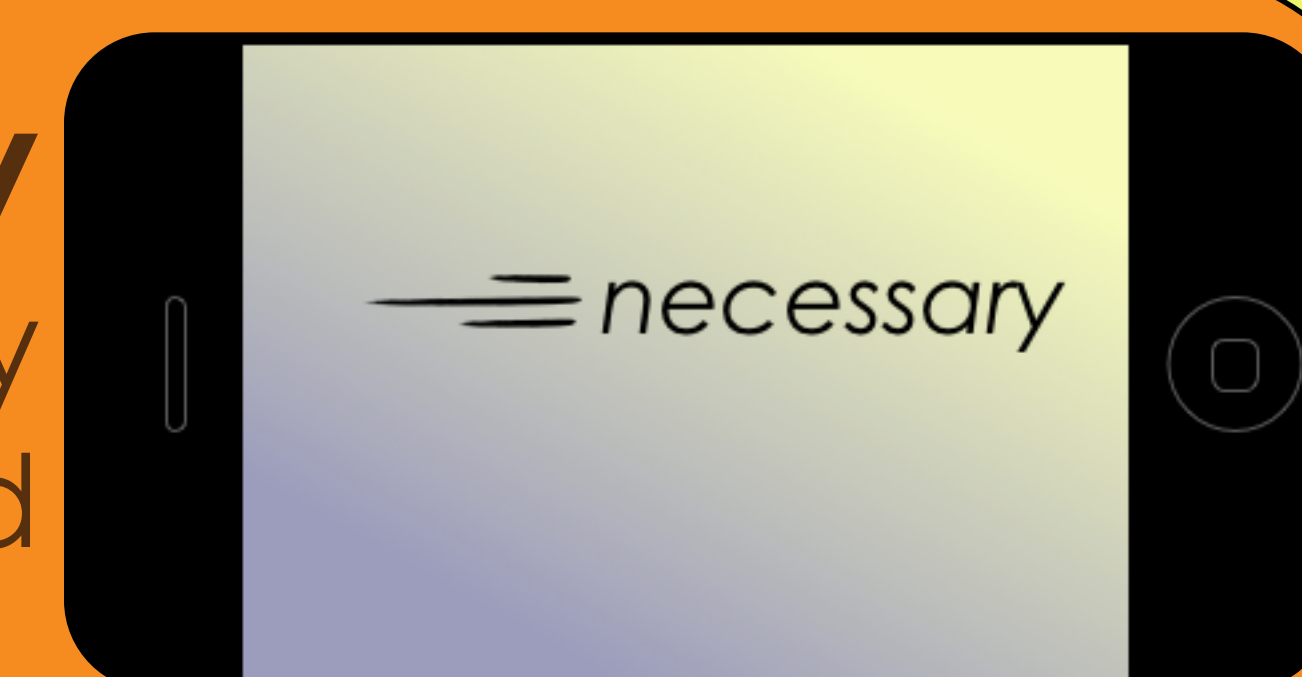


#### Tests Cognitive Function

- Measures time and accuracy
- Compares results to calibrated normal

#### Test Vision and Memory

- User enters word that scrolls across display
- compares typed entry to actual word



If the child fails, a text message would be sent to the parent(s) to notify them of the situation and allow them to contact their child and form a solution.



### Additional Hardware

#### Connect2Car

This existing product allows remote access and control of motor vehicles using text messages or internet.



### Break Even Analysis

Clue Me In	
Cost	\$5,000
App Price	\$1.99
Break Even Units	3,572

3-N-Out	
Cost	\$10,000
App Price	\$4.99
Break Even Units	2,863