

TARGET
BLU**EYE**



An eye for emergency vehicles.

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DO NOT GET SURPRISED

GET REAL-TIME WARNINGS FOR APPROACHING EMERGENCY VEHICLES

TARGET BLU EYE



Target Blu Eye is a unique and worldwide patented traffic safety system that warns you in time for approaching emergency vehicles like police cars, ambulances and fire trucks. Even if such a vehicle is not using its siren and flashing lights.

Thanks to Target Blu Eye you will be warned by an audible and visible alert. The signal strength meter on the control display allows you to see at the first glance if an emergency vehicle is approaching or travelling away from you. You probably recognize the situation that you suddenly see a police car in your rear mirror without noticing before. The risk is that you react impulsively and drive your car spontaneously to left or right to the roadside. A dangerous situation full of risks. Not only for yourself but also for other road users and of course for the emergency services. It is a fact that approaching emergency vehicles often lead to dangerous manoeuvres from road users which lead to tens of millions of euros of material damage and personal injuries.

USING TETRA TECHNOLOGY

Thanks to the in The Netherlands developed unique and revolutionary Target Blu Eye you can prevent such unpredictable and dangerous situations. Target Blu Eye is based on TETRA technology that is widely used for the communication between different emergency services in most of Europe. Thanks to this highly advanced technology, Target Blu Eye is able to warn you in time for approaching emergency services, like:

- Police cars (marked and unmarked cars)
- Police motorcycles
- Ambulances
- Fire trucks



Thanks to Target Blu Eye you will increase your own safety, the safety of other drivers and the safety of the emergency services.

THE WORKING OF TARGET BLU EYE

The innovative and new traffic safety system Target Blu Eye, consists of a central unit, a control display and an antenna (different models available for mounting outside or inside the car). The system is based on TETRA (Terrestrial Trunked Radio) technology. If an emergency vehicle, f.e. a police car, is nearby, you will be warned in time by an audible and visible alert. The signal strength meter on the control display allows you to see at the first glance if an emergency vehicle is approaching or traveling away from you.



TARGET BLU EYE

- **Audible warnings**

Target Blu Eye generates two different audible warnings:

1. A single 4 second tone for standby TETRA radio's
2. A double tone with 1 second interval for speech or data transfer

Both signals indicate the presence of an emergency service nearby you.



- **Visible warnings**

Besides audible warnings Target Blu Eye also generates visible warnings by the signal strength meter on the control display. If an emergency vehicle approaches you, regardless from which direction, the signal strength meter gives you an estimate indication about the distance between you and the emergency vehicle.

- **Sensitivity mode**

Two sensitivity modes can be selected on the Target Blu Eye control display:

1. Highway mode: in this mode Target Blu Eye offers the highest sensitivity that allows the system to recognize emergency services from a large distance.
2. City mode: in this mode Target Blu Eye offers a lower sensitivity and is recommended for use in urban areas.

The detection range of Target Blu Eye varies from hundreds of meters 'till approximately one kilometer. The range depends on the selected sensitivity mode and the environmental area.



TARGET BLU EYE LEGAL IN EUROPE

The use of Target Blu Eye is legal because the system is only informing the driver if an emergency service vehicle is nearby. Moreover, Target Blu Eye makes no difference between police vehicles, ambulances and fire trucks. We would like to emphasize that Target Blu Eye is not able to decode the radio messages broadcasted by the TETRA network.

THE ADVANTAGES OF TARGET BLU EYE

1. Warns you in time for approaching emergency services like marked and unmarked police cars ambulances and fire trucks
2. Prevents unpredictable and dangerous manoeuvres
3. Increases your own safety and the safety of other road users
4. Prevents material and personal injuries
5. Allows a faster lane for emergency vehicles
6. Indicates if an emergency service is approaching or traveling away from you
7. Increases a relaxed and comfortable way of driving
8. Very user-friendly
9. Compact sized and easy to install
10. Two years warranty

ADDITIONAL INFORMATION

WHAT'S TETRA?

TETRA stands for Terrestrial Trunked Radio, a digital standard for radio communication drafted by the ETSI (European Telecommunications Standards Institute). TETRA technology is used by emergency services in almost all European countries. Besides that, TETRA is also being used for civil purposes (f.e. transport). However, the frequencies for civil use differ from the frequencies used for emergency services. Therefore Target Blu Eye does not recognize TETRA signals from civil use.



TETRA IN EUROPE

The TETRA network for emergency services is used in Spain and almost all European countries, f.e. The Netherlands, Belgium, Great Britain, Germany (completely rolled out mid 2014), Austria, Scandinavia, Portugal, Hungary and Italy and parts of Czech. All European TETRA networks for emergency services operate on the same frequencies and thus will be detected by Target Blu Eye.

MANY ACCIDENTS BY EMERGENCY SERVICES

All over Europe, accidents with emergency vehicles happen on a daily basis. Estimated is that on a yearly base hundreds of thousands of accidents occur between emergency vehicles and other road users in Europe. These accidents lead to thousands of casualties, tens of fatal accidents and hundreds of millions of euros of material damage and personal injuries.

European statistics with regard to the number of accidents with emergency vehicles are not available. But in The Netherlands for example, police cars were involved in almost 20.000 accidents in the period 2008-2009. The estimated material damage and personal injuries were over 50 million euros. Dutch statistics about car accidents with ambulances and fire trucks are unknown. However, accidents with these emergency vehicles also happen every day (source: Algemeen Dagblad 2010)

Statistics showed that in 2012 the UK 2,015 casualties were related to accidents where police vehicles had been involved. In the period 2007-2012, 137 fatalities were registered due to accidents with police cars (Source: Independent Police Complaints Commission)

More information? Please visit www.blu-eye.eu/en.