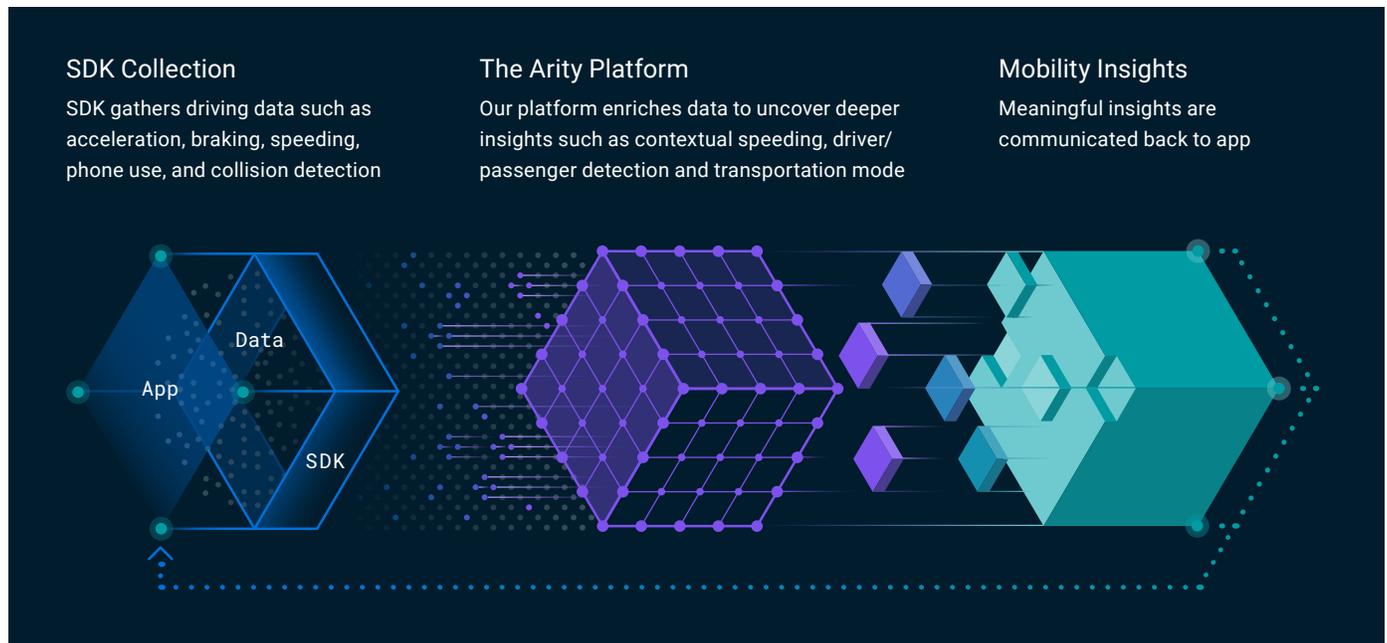


Driving Engine SDK

Enhance your app experience using powerful driving behavior insights

The Arity Driving Engine SDK turns smartphones into powerful sensors, enabling rich customer experiences by leveraging user-level, real-time driving and mobility data. The SDK samples sensor data from smartphones building a complete view of an individual's trip and behaviors—all with seamless communication to the application layer and minimal battery usage.



HIGH-LEVEL BENEFITS

With the Arity Driving Engine SDK, you can generate user insights that allow you to:

- : Enhance driver safety
- : Create contextual targeting and notifications
- : Better personalize your user experience
- : Initiate points-of-interest mapping and tagging

The Arity SDK collects and enriches data to paint a full picture of users' online and offline behaviors, providing access to:

- : Common travel times and routes
- : Trip distances and duration
- : Modes of transportation
- : Frequently visited places and location networks
- : Trip purpose (e.g., business, personal, rideshare)
- : Mobility profiles (e.g., public transit power user, car owner, gig driver, long-distance commuter)

We process second-by-second driving behaviors from **over 46 million trips per day**

HOW IT WORKS



01 Embed the Arity SDK in your mobile app.

02 Start collecting data about how your users move.

03 Work with our team to identify the best enhancements for your user experience.

CAPABILITY HIGHLIGHTS

Seamless integration with your current user experience

Our SDK is designed to make responsible use of resources like phone storage, battery life, and cellular data. In addition, edge processing allows trip display in real-time while minimizing data usage.

High standards for data integrity

Arity collects over 15 billion miles of driving data every month. We uphold global standards for privacy, security, and governance and gain explicit permission from our users in regards to location and motion.

WHY ARITY

At Arity, we help partners transform raw data from sensors into meaningful insights that enable better experiences for consumers. No other data company has our historical understanding of driving behaviors, risk, and outcomes. We're leveraging that distinct expertise to offer insights, strategies, and solutions to companies across the transportation ecosystem.



Ready to learn more?

Let's start a conversation. sales@arity.com | arity.com