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DisplayRide partners with Vodafone Idea Business Services to enable Rideshare Monitoring as a Service (RMaaS™)

A pioneering end-to-end solution that addresses the growing safety concerns in the rideshare industry and beyond.

San Jose, CA, USA, August 12th, 2020. DisplayRide Inc., an innovator focused on enhancing the rideshare experience, announced that it has partnered with Vodafone Idea Business Services, the enterprise arm of Vodafone Idea Limited (VIL), India's leading telecom operator, to enable **Rideshare Monitoring as a Service (RMaaS™)**, an industry-first solution that delivers an enhanced & safer rideshare experience.

Safety in rideshare is increasingly a growing problem: specifically, undesirable incidents (including physical and verbal assaults) are becoming relatively commonplace. Further, knowing what transpired during an incident is extremely challenging, and an investigation entails a substantial cost to rideshare companies. The RMaaS™ addresses these challenges effectively and economically.

The DisplayRide **Rideshare Monitoring Platform (RMP™)**, on which the solution is based, is a purpose-built platform that video (and optionally, audio) monitors inside and outside of a vehicle independently during a ride. Its focus on deterrence and documenting the entire ride makes rideshare a much safer experience.

The partnership brings together DisplayRide's RMP™ innovation with Vodafone Idea Business Services' extensive capability with large-scale Internet of Things (IoT) deployments to deliver Rideshare Monitoring as a Service (RMaaS™), a seamless end-to-end service that can be deployed and scaled rapidly, and at a low Total Cost of Ownership.

Abhijit Kishore, Director- Enterprise Business, Vodafone Idea Limited said, "We are pleased to partner with DisplayRide to enable the launch of RMaaS™ - an innovative, value-added service to enterprises. The partnership signifies our continued commitment towards offering leading-edge smart mobility solutions, powered by our deep IoT expertise and comprehensive portfolio, to the entire automotive value chain. This proposition ensures safety of both drivers and commuters and is even more relevant in the current circumstances where health & safety are paramount. This innovative offering will help ride-hailing companies to improve their safety and hygiene standards."

"We are excited to partner with Vodafone Idea Business Services, to deliver RMaaS™ – the first such service anywhere globally ", said **Abdul Kasim**, CEO of DisplayRide. "Safety is a major impediment to the rapid growth of rideshare; with RMaaS™, we offer a state-of-art solution that makes rideshare significantly safer; importantly, we will be able to scale these benefits to hundreds of thousands of rideshare vehicles rapidly and economically".



DisplayRide's Rideshare Monitoring Platform (RMP™) offers a host of additional services including an advertising/branding platform, as well as extensive analytics. It also has features that support COVID-19 related hygiene and safety protocols. It can be easily integrated to Rideshare platforms as well as Service Providers' operational support systems through an API. More information is available by contacting us at info@displayride.com

About DisplayRide

DisplayRide's mission is to enhance the rideshare experience, for riders, drivers and the rideshare companies. Founded in 2018, the company's flagship platform offers features aimed at improving safety and efficiency, while leveraging monetizing opportunities. www.displayride.com For more information, please contact us: info@displayride.com

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information, please visit: www.vodafoneidea.com