



Driver Alarm Device Invention In Search of Licensee

An innovative new product designed to help eliminate a common problem related to driving that can lead to fatalities, the ***Driver Alarm Device***, has been developed by Darren Alston of Augusta, Georgia. The invention's unique design insures that those operating a motor vehicle will not fall asleep while at the wheel.

The danger of traveling by automobile as compared to other methods of transportation are well known and often cited. One of the most common causes of vehicular catastrophes is simple user error or fatigue. Especially on longer trips, a driver can easily begin to drift off to sleep momentarily, causing just enough of a lapse in their control of the vehicle to cause it to swerve and collide with other motorists or a highway barrier. Although a variety of methods are typically employed to prevent this from happening, the indisputable fact remains that an inordinate number of accidents, often fatal, occur each year.

The ***Driver Alarm Device*** will give motorists and passengers thorough peace of mind that the driver while remain awake and alert at all times. The product will be adaptable to virtually any make or model of vehicle. Additionally, the ***Driver Alarm Device*** will provide unmistakable visual and audible cues to the user that will insure that it is functioning properly and that it is attempting to alert them to potential danger. Furthermore, it will also work equally effectively when detecting and making a driver aware of any irregularities in their operation of the vehicle not necessarily related to them falling asleep temporarily.

Mr. Alston now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the automotive accessories industry are currently being targeted as candidates to eventually commercialize ***Driver Alarm Device*** on a worldwide basis.

In February 2012, Mr. Alston contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Driver Alarm Device*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Driver Alarm Device*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.