

# LIFEGIFT® DRIVE: SMARTPHONE DISTRACTION ALERT SYSTEM FOR DRIVERS & PEDESTRIANS

*LifeGift DRIVE, the app designed to prevent the number of incidents on our roads caused by distracted drivers using their mobile phones in high-risk situations.*

AMSTERDAM, NETHERLANDS,  
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-- LifeGift launches DRIVE the app  
designed to radically prevent the  
number of incidents on our roads and  
save lives right around the world.

DRIVE is the first emotion-based app  
designed for distracted drivers and  
pedestrians that are using their mobile  
phones in high-risk situations.

The World Health Organization reports,  
up to 11% of drivers are using their  
phones when driving at any given  
minute. The results are seen every day,  
as traffic fines and life-changing  
events.

DRIVE uses the emotional connections  
with our friends and families, to  
motivate and make a significant change to both driver and pedestrian behavior. Imagine your  
child or loved one appearing on your screen immediately after you unlock your phone and  
asking you to be aware of your surroundings, and to come home safely. When a friend or loved  
one tell us to be safe, it means so much more, and we respond immediately.

DRIVE can help save thousands in traffic fines, prevent loss of license and protect people we care  
for from injury or worse.

"With the number of notifications begging for your attention - from emails, social media, and so  
much more, it's easy to get distracted. Having your focus on the road or the path ahead of you a  
second earlier could make all the difference," said: Remo Behdasht - LifeGift Founder.

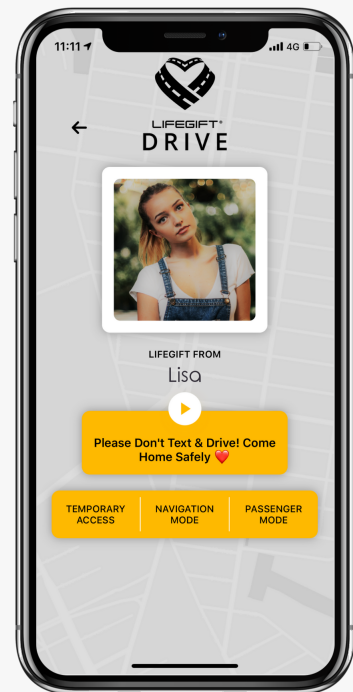
DRIVE is a free download from Apple® AppStore and Google® PlayStore and works "out-of-the-  
box" immediately to keep you safe. Share it, to protect the ones important to you today. For the  
greatest impact, with a LifeGift Token, you can set it so that they automatically receive  
customized notifications with your personalized message, voice, and photo.



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LIFEGIFT DRIVE DEFAULT ALERT



LIFEGIFT DRIVE CUSTOM ALERT

This press release can be viewed online at: <http://www.einpresswire.com>

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