

CREATING NEW PERSPECTIVES TO PROMOTE HEALTHY CHOICES™



**NEW IN 2021**

**FATAL VISION® POLYDRUG  
[ALCOHOL & MARIJUANA]  
GOGGLES**



ADDRESS POLYDRUG IMPAIRED DRIVING  
WITH OUR NEWEST FATAL VISION® GOGGLE  
AND ACTIVITIES » PAGE 2



**Innocorp, Ltd.**  
FALL 2021

Simulation Goggles

Alcohol  
Prevention Tools

Distracted Driving  
Prevention Tools

Driving Simulations

Virtual Learning

Banners and Posters

Educational DVDs

Product Training

# FATAL VISION® POLYDRUG [ALCOHOL & MARIJUANA] GOGGLES



NEW

## MODELED IMPAIRMENTS

Distorted perception, poor motor coordination, slowed decision-making, and delayed reactions

### EXPERIENCE

The Fatal Vision® Polydrug [Alcohol & Marijuana] Goggles model the amplified impairments that result from the consumption of multiple drugs at the same time. The use of alcohol and marijuana simultaneously results in amplified impairments, adversely affecting coordination and distorting the brain's ability to process cognitive information. These impairments negatively impact an individual's driving skills and ability to react appropriately to objects and hazards while driving.

### HOW IT WORKS

The Polydrug [Alcohol & Marijuana] Goggles impair a person's ability to perceive the visual cue of color and ability to maintain their balance. The goggles use these features to model drug-induced cognitive distortion (NOTE: someone under the influence of marijuana DOES NOT lose their ability to see colors) and ability to walk a straight line. The goggles also cause a loss of targeting skills, slowed decision-making and a delay in reaction time. The result is the participant's inability to make quick and accurate decisions and loss of motor skills thereby demonstrating the amplified impairments and associated dangers of polydrug (alcohol and marijuana/THC) consumption.

### BENEFITS

- ✓ A safe and effective way to address the growing concern of polydrug impaired driving
- ✓ Multiple activities demonstrate amplified impairments and their negative impact on our communities, homes, schools, and work
- ✓ Instructional materials help deliver an engaging and relevant demonstration
- ✓ Demonstrate and understand the amplified impairments that occur from the combined use of alcohol and marijuana/THC
- ✓ Polydrug Goggles developed working with Drug Recognition Experts

## KIT OPTIONS

## POLYDRUG [ALCOHOL & MARIJUANA] GOGGLES

| PRODUCT   | PROGRAM KIT<br>\$1,399.00<br>[ 2 ACTIVITIES ] |
|---|---|
| Fatal Vision® Polydrug [Alcohol & Marijuana] Goggles  | 1   |
| DIES® Maze Mat Activity   | 1   |
| Tic Tac Two Activity  | 1   |
| Printed user guide and online access to instructional videos and materials                                      | 1   |
| Backpack  | 1   |
| KIT EXTRAS  |   |
| Fatal Vision® Polydrug [Alcohol & Marijuana] Goggles<br><i>Add on additional goggles for each activity</i>      | Add up to four goggles for \$225.00 each      |
| Fatal Vision® Personal Protective Equipment (PPE) Kit<br>Includes: Germicidal wipes, goggle mask and face masks | \$299.00                                      |
| Product training<br><i>One-day (4-6 hours), training to continental USA</i>                                     | \$2,850.00                                    |

### PROGRAM KIT [ 2 ACTIVITIES ]



Goggles are only effective with the activities in the kit. Therefore, they are not sold separately.

# FATAL VISION® OPIOID GOGGLES



NEW



## MODELED IMPAIRMENTS

Divided attention failure, nodding out, contrast sensitivity impairment, heaviness and lethargy

### EXPERIENCE

**Divided attention failure, nodding out, contrast sensitivity impairment, heaviness and lethargy are impairments associated with opioid use and abuse.** After years of working with drug recognition experts in opioid abuse and addiction, Innocorp is introducing the Fatal Vision® Opioid Goggles and the associated opioid awareness activities.

By experiencing the modeled impairments of opioid use, participants are more aware and knowledgeable about the severe consequences associated with opioid abuse.

### HOW IT WORKS

Configure and control the Fatal Vision® Opioid Goggles through Bluetooth using the opioid mobile app on your smartphone.

**You will choose one of three impairments modes:**

**Mode A - Divided Attention Failure:** models the impairment that occurs when an individual experiences difficulty focusing on a task or task initiation. During this mode, quadrants of the goggle will sequentially blackout to impair a person's ability to sustain attention on an activity.

**Mode B - Nodding Out:** simulates a person's inability to respond to a cue as their sense of consciousness begins to shut down. During this mode, portions of the lenses blackout mimicking the gradual shutting of the eyes resulting in an unresponsive state.

**Mode C - Progressive Sequence:** rotates through both Mode A and Mode B to demonstrate the progression from a lower dose to a higher dose of opioid.

### KIT OPTIONS

### OPIOID GOGGLES



| PRODUCT   | PROGRAM KIT<br>\$3,195.00<br>[ 2 ACTIVITIES ] |
|---|---|
| Fatal Vision® Opioid Goggle   | 1   |
| GET IT 2GETHER™ - Home and School Activity with case  | 1   |
| Hand/Wrist Weights Set  | 1   |
| Backpack  | 1   |
| "Opioid's Addiction, Overdose and Death" DVD  | 1   |
| In-app educational materials that include instructional videos and user guides                                  | 1   |
| KIT EXTRAS  |   |
| Fatal Vision® Opioid Goggles  | Add up to three goggles for \$1,999.00 each   |
| Fatal Vision® Personal Protective Equipment (PPE) Kit<br>Includes: Germicidal wipes, goggle mask and face masks | \$299.00                                      |
| Product training<br>One-day (4-6 hours), training to continental USA  | \$2,850.00                                    |



The Fatal Vision® Opioid Goggles can be controlled and configured from a mobile app on your phone.

### PROGRAM KIT [ 2 ACTIVITIES ]



**"This (Fatal Vision® Opioid Program Kit) is an amazing tool that addresses an issue everyone in the prevention field has been trying to provide information about. Our Youth Council gives them their seal of approval!"** - Mary Ball, Project Coordinator - Advocates for Substance Abuse Prevention Coalition



# FATAL VISION® MARIJUANA SIMULATION EXPERIENCE

PATENT NO.: US 10,366,630 B2



## MODELED IMPAIRMENTS

Loss of short-term memory, executive function, altered visual perception, and slight loss of motor coordination

## EXPERIENCE

**Marijuana affects the brain differently than alcohol. The Fatal Vision® Marijuana Goggle reflects that difference.** The Fatal Vision Alcohol goggle distorts vision making it difficult for a participant to walk a straight-line and accomplish other activities requiring coordination. The Fatal Vision Marijuana goggle impairs a participant's visual perception and reaction time. This lack of perception diminishes the necessary visual information a participant needs to complete specially designed activities thereby modeling the impaired perception caused by marijuana/THC use.

## HOW IT WORKS

The Fatal Vision Marijuana Goggle impairs a person's ability to perceive color (NOTE: someone under the influence of marijuana DOES NOT lose their ability to distinguish between colors). We use this feature of the goggle to model some of marijuana/THC's impairing effects. The result is a loss of a participant's capacity to make quick and accurate decisions. For an impaired driver, that loss could lead to a crash.

Each kit comes with instructional materials to help you use the Fatal Vision Marijuana Goggles with custom-designed activities. The activities give participants an understanding of the consequences that can result from marijuana/THC use.

## BENEFITS

- ✓ A safe and effortless way to demonstrate impairment from marijuana/THC
- ✓ Easily tailor each activity for use with participants of all ages, including middle schoolers to adult
- ✓ Instructional materials prepare instructors to deliver an engaging and relevant demonstration
- ✓ Activities are structured to address how distorted perception and response mimic impaired behaviors that may occur while under the influence of marijuana/THC

## KIT OPTIONS

## MARIJUANA GOGGLES

| PRODUCT   | CAMPAIGN KIT<br>\$3,300.00<br>[ 7 ACTIVITIES ] | EVENT KIT<br>\$1,950.00<br>[ 6 ACTIVITIES ] | PROGRAM KIT<br>\$1,050.00<br>[ 5 ACTIVITIES ] | STARTER KIT<br>\$660.00<br>[ 3 ACTIVITIES ] |
|---|--|---|---|---|
| Fatal Vision® Marijuana Goggles with cloth protective bag   | 1  | 1   | 1   | 1   |
| Activity balls  | 12   | 12  | 12  | 12  |
| Fabric boxes  | 3  | 3   | 3   | 3   |
| Executive function paper mazes with LED activity pens       | 400  | 400   | 200   | 200   |
| Executive function dry erase maze boards and markers kit    | 1  | -   | -   | -   |
| Grid mat activity with numbers and activity lights          | 1  | 1   | 1   | 1   |
| USB with road scenes and wireless pointer                   | 1  | 1   | 1   | -   |
| "Marijuana: Does Legal Mean Safe?" DVD                      | 1  | 1   | 1   | -   |
| Marijuana "Up in Smoke" 3 poster pack                       | 1  | 1   | -   | -   |
| Marijuana "Up in Smoke" floor banner                        | 1  | -   | -   | -   |
| DIES® Distracted Driving Mat with carrying strap            | 1  | 1   | -   | -   |
| DIES® Marijuana Impairment Activity Mat with carrying strap | 1  | -   | -   | -   |
| Backpack  | -  | 1   | 1   | -   |
| Carrying case   | 1  | -   | -   | -   |

## KIT EXTRAS

|  |   |  |  |   |
|--|---|--|--|---|
| Fatal Vision® Marijuana Goggles<br><i>Add on additional goggles for each activity</i>                          | Add up to six goggles for \$205.00 each | Add up to five goggles for \$205.00 each | Add up to four goggles for \$215.00 each | Add up to two goggles for \$225.00 each |
| DIES® Marijuana Impairment Activity Mat with carrying strap <i>(Included in campaign kit)</i>                  | \$999.00                                |  |  |   |
| Executive function dry erase maze boards and markers kit <i>(Included in campaign kit)</i>                     | \$299.00                                |  |  |   |
| Fatal Vision® Personal Protective Equipment (PPE) Kit - Includes: Germicidal wipes, goggle mask and face masks | \$299.00                                |  |  |   |
| Product training<br><i>One-day (4-6 hours), training to continental USA</i>                                    | \$2,850.00                              |  |  |   |

Developed with the help of nationally recognized drug recognition experts, the Fatal Vision® Marijuana Simulation Experience provides a new and unique demonstration modeling the impairing effects of recreational marijuana/THC use.

*Goggles are only effective with the activities in the kits. Therefore, they are not sold separately.*

## STARTER KIT [ 3 ACTIVITIES ]



# FATAL VISION® DROWSY AND DISTRACTED GOGGLES



Slower reaction times, lapses in judgment, delay in processing, and divided attention failure

## EXPERIENCE

**Have you ever glanced down at your phone while driving, looked back up only to realize a car was stopped in front of you? Or, have you ever been behind the wheel of a car after a poor night's sleep and found yourself nodding off?** Drowsy and distracted driving contributes to thousands of fatalities and serious injuries every year. Driving drowsy or distracted is driving impaired. The Fatal Vision® Drowsy and Distracted Goggles allow participants to experience simulated impairments from drowsiness or distraction and the potential devastating consequences.

## HOW IT WORKS

The Fatal Vision® Drowsy and Distracted Goggles are configured and controlled through Bluetooth using a mobile app on your phone.

**You will choose one of three impairments modes:**

**Mode A - Distracted Dial** simulates what could happen if someone takes their eyes off the road “just long enough” to dial a phone. Every three seconds, the goggles blackout.

**Mode B - Distracted Text** simulates the distraction that occurs when someone reads or responds to a text. The goggles black out for 4.6 seconds to simulate the research-based average amount of time a person's eyes and attention are on a device, rather than on the road.

**Mode C - Drowsy** simulates momentary micro-sleeps that build in waves until the eyes and brain shut down. The goggles blackout beginning with a short half-second closure, and continue to blackout for longer periods of time, progressing to a 10-second blackout.

## KIT OPTIONS

## DROWSY AND DISTRACTED GOGGLES



| PRODUCT  | CAMPAIGN KIT<br>\$3,080.00<br>[ 8 ACTIVITIES ] | EVENT KIT<br>\$2,029.00<br>[ 7 ACTIVITIES ] | PROGRAM KIT<br>\$1,060.00<br>[ 5 ACTIVITIES ] |
|--|--|---|---|
| Fatal Vision® Drowsy and Distracted Goggles with hard carrying case  | 1  | 1   | 1   |
| Stop/go paddle, arrow paddle, and flex flyer steering wheel  | 1  | 1   | 1   |
| Course tape  | 3  | 3   | 3   |
| Distract-A-Match® game   | 1  | 1   | 1   |
| Fatal Reaction®  | 1  | 1   | -   |
| M.E.T.H.O.D.® Webcast Series<br>The M.E.T.H.O.D.® (Mind Eyes Two Hands On Driving) Webcast Series will help your students create their own customized peer-to-peer campaign to promote distraction-free driving. The three-part web-based training series serves as a step-by-step guide | 1  | 1   | -   |
| “How Focused Are You?” 3 poster pack   | 1  | 1   | -   |
| “How Focused Are You?” floor banner  | 1  | -   | -   |
| DIES® Distracted Driving Mat with carrying strap   | 1  | -   | -   |
| Backpack   | 1  | 1   | 1   |
| In-app educational materials that include: six instructional videos, activity and user guides  | 1  | 1   | 1   |

## KIT EXTRAS

|  |   |
|--|---|
| Fatal Vision® Drowsy and Distracted Goggles<br><i>Add on additional goggles for each activity</i>                | Add goggles to your kit for \$825.00 each |
| FFatal Vision® Personal Protective Equipment (PPE) Kit<br>Includes: Germicidal wipes, goggle mask and face masks | \$299.00                                  |
| Product training<br><i>One-day (4-6 hours), training to continental USA</i>                                      | \$2,850.00                                |



The Fatal Vision® Drowsy and Distracted Goggles can be controlled and configured from a mobile app on your phone.



PROGRAM KIT  
[ 5 ACTIVITIES ]





# FATAL VISION® CONCUSSION GOGGLES



Frame styles may vary

 **MODELED IMPAIRMENTS**

Visual disconnect, hesitation, disorientation, dizziness, and confusion

## EXPERIENCE

With the Fatal Vision® Concussion Simulation Goggles, participants experience the effects of a traumatic brain injury (TBI) caused by a bump, blow or jolt to the head or body. The program encourages participants to report a possible concussion, take measures to prevent a concussion and follow a doctor's prescribed recovery protocol should they sustain a concussion.

## HOW IT WORKS

Each kit includes a series of activities designed with input from trauma doctors, to test hand-eye coordination, visual acuity, balance and cognitive ability. Participants perform the activities in their normal state first, then put on the Fatal Vision® Concussion Simulation Goggles. While wearing the goggles, participants experience the simulated TBI symptoms of dizziness, visual disconnect, disorientation, and confusion.



"I could not do this presentation without the equipment (Fatal Vision® Concussion Goggles) I get from Innocorp. There's no other way to simulate these situations." - Kassie Campbell, RN, BSN - University of Missouri Health Care's University Hospital

## KIT OPTIONS

## CONCUSSION GOGGLES

| PRODUCT  | CAMPAIGN KIT<br>\$2,125.00<br>[ 15 ACTIVITIES ] | EVENT KIT<br>\$1,450.00<br>[ 10 ACTIVITIES ] | PROGRAM KIT<br>\$595.00<br>[ 5 ACTIVITIES ] |
|--|---|--|---|
| Fatal Vision® Concussion Goggle with cloth protective bag  | 5   | 3  | 2   |
| Yellow and Black "Walk-the-line" tape  | 1   | 1  | 1   |
| Triangle activity game   | 1   | 1  | 1   |
| Foam activity ball   | 4   | 4  | 1   |
| Concussed activity game and accessories  | 1   | 1  | 1   |
| Concussion action steps pocket guides  | 450   | 450  | 450   |
| USB with user guide, PowerPoint presentations for elementary, high school/college ages, and pre/post tests   | 1   | 1  | 1   |
| Germicidal disposable wipes  | 1   | 1  | 1   |
| Sport Activities: 1 DIES® Activity Mat (10" x 4") with carrying strap, digital timer, 5 activity cups, and 4 activity balls  | 1   | 1  | -   |
| Study Activities: 1 DIES® Activity Mat (5" x 3") with carrying strap, 2 color card stacks, 12 multi-colored golf balls with grabber, 4 dry erase boards, 12 markers, and 2 erasers | 1   | -  | -   |
| Backpack   | -   | -  | 1   |
| Carrying case  | 1   | 1  | -   |

### KIT EXTRAS

|   |               |
|---|---------------|
| Single Fatal Vision® Concussion Goggle  | \$159.00 each |
| Fatal Vision® Personal Protective Equipment (PPE) Kit<br>Includes: Germicidal wipes, goggle mask and face masks | \$299.00      |
| Product training<br>One-day (4-6 hours), training to continental USA  | \$2,850.00    |

Already have the Concussion Goggles? Add the Sport and Study Activities to help you further demonstrate the effects of a concussion in an athletic and learning environment

|  |          |
|--|----------|
| Sport Activities: 1 DIES® Activity Mat (10" x 4") with carrying strap, digital timer, 5 activity cups, and 4 activity balls  | \$625.00 |
| Study Activities: 1 DIES® Activity Mat (5" x 3") with carrying strap, 2 color card stacks, 12 multi-colored golf balls with grabber, 4 dry erase boards, 12 markers, and 2 erasers | \$750.00 |

A concussion is more than just a bump on the head – it is a potentially debilitating injury that could have long-lasting effects.

Single Fatal Vision®  
Concussion Goggle  
\$159.00



PROGRAM KIT  
[ 5 ACTIVITIES ]

# FATAL VISION® ALCOHOL GOGGLES



Frame styles may vary



## MODELED IMPAIRMENTS

Impaired balance, vision, reaction time, and judgment

## EXPERIENCE

It can be difficult to gauge how impaired you are when under the influence of alcohol. Enter the Fatal Vision® Alcohol Impairment Simulation Goggles, an eyeopening tool through which sober people can experience potential consequences of doing basic tasks after drinking.

Walking a line, standing on one leg, reaching out to grab a set of keys and tossing a ball become much more difficult under the influence of alcohol. The Fatal Vision Goggles give participants a safe way to learn the important lesson that alcohol greatly impairs a person's balance, vision, reaction time and judgment.

## HOW IT WORKS

The Fatal Vision® Alcohol Goggles deliver memorable lessons on topics like impaired driving, underage drinking, and other alcohol abuse issues. Participants perform simple activities or sobriety tests without and then with the goggles. Performing the activities twice lets participants experience their performance while unimpaired and then impaired. The goggles cause a person to display behaviors that are typical of individuals impaired by alcohol at various bac levels.

**Fatal Vision Alcohol Goggles is available in five levels that simulate the impairments associated with a particular blood alcohol concentration (BAC) - from less than .06 to .25+ BAC.** Fatal Vision Alcohol Goggles is available with either a clear lens to simulate daylight conditions or a shaded lens to simulate night conditions.

## KIT OPTIONS

## ALCOHOL GOGGLES

| PRODUCT  | CAMPAIGN KIT<br>\$3,375.00<br>[ 6 ACTIVITIES ] | EVENT KIT<br>\$1,850.00<br>[ 4 ACTIVITIES ] | PROGRAM KIT<br>\$1,100.00<br>[ 2 ACTIVITIES ] |
|--|--|---|---|
| Fatal Vision® Alcohol Goggle - clear, with cloth protective bag      | 5  | 5   | 5   |
| Fatal Vision® Alcohol Goggle - shaded, with cloth protective bag     | 5  | -   | -   |
| Germicidal disposable wipes  | 1  | 1   | 1   |
| "Walk the Line" tape   | 1  | 1   | 1   |
| TVL® lens combo pack   | 1  | 1   | 1   |
| Fatal Vision Evidence-Based program support materials                | 1  | 1   | 1   |
| Smash Match® Impairment Challenge                                    | 1  | 1   | -   |
| DIES® Winding Sidewalk Mat with carrying strap                       | 1  | 1   | -   |
| DIES® Roadside Sobriety and Stairs Challenge Mat with carrying strap | 1  | 1   | -   |
| DIES® Balcony Danger Mat with carrying strap                         | 1  | -   | -   |
| Backpack   | 1  | 1   | 1   |

## KIT EXTRAS

|   |               |
|---|---------------|
| Fatal Vision® Alcohol Goggle - available in 5 BAC levels  | \$159.00 each |
| TVL® Tunnel Vision Lens overlay - Includes 12 sets, available for Bronze, Red, or Silver Goggles                | \$95.00 each  |
| TVL® Tunnel Vision Combo overlay - (36 lenses) 12 Bronze, 12 Red, and 12 Silver Lens Packs program binder       | \$230.00      |
| Fatal Vision® Personal Protective Equipment (PPE) Kit<br>Includes: Germicidal wipes, goggle mask and face masks | \$299.00      |
| Product training<br>One-day (4-6 hours), training to continental USA  | \$2,850.00    |

## SINGLE GOGGLES AVAILABLE FOR \$159.00 IN 5 DIFFERENT BAC LEVELS WITH EITHER CLEAR OR SHADED LENS

|  |   |  |   |   |
|--|---|--|---|---|
|  |   |  |   |   |
| <b>WHITE LABEL</b><br>Estimated BAC < .06<br><i>Impairment Begins with The First Drink</i> | <b>BRONZE LABEL</b><br>Estimated BAC .07-.10+<br><i>Legal Limit</i> | <b>RED LABEL</b><br>Estimated BAC .12-.15+<br><i>National Average of DUI Offenders</i> | <b>SILVER LABEL</b><br>Estimated BAC .17-.20+<br><i>Original Goggle</i> | <b>BLACK LABEL</b><br>Estimated BAC .25+<br><i>Binge Drinking</i> |

TVL OVERLAY  
[ 3 OPTIONS ]

PROGRAM KIT  
[ 5 GOGGLES ]



# DANGER IN EVERY STEP® ALCOHOL IMPAIRMENT ACTIVITY MATS



## ALCOHOL PREVENTION TOOLS

These mats depict several common obstacles that can become hazards for a person under the influence of alcohol

### EXPERIENCE

Can you imagine the dangers associated with being drunk on a balcony? How about trying to navigate a winding sidewalk? Or descending a flight of stairs? The Danger in Every Step (DIES®) Alcohol Impairment Activity Mats provide an additional dose of reality to your Fatal Vision® Goggles activities.

### BENEFITS

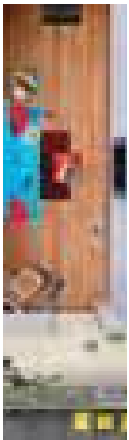

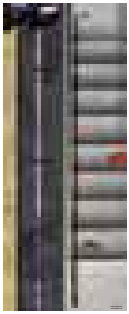
- ✓ More engaging than using a “taped-line” on the ground for your activity
- ✓ DIES Mats help the instructor “set the scene” for each demonstration
- ✓ Promotes conversation and feedback from the participants
- ✓ Instructional materials guide the instructor through the activity and provide best practices, talking points, and optional activity ideas

RUBBER-BACKED MATS LAY FLAT TO PROVIDE A QUICK “ROLL-N-GO” ACTIVITY



## MATS OPTIONS

## DANGER IN EVERY STEP® (DIES®)

| PRODUCT   | PRICE         |
|---|---------------|
|  <b>DIES® Balcony Danger Mat</b> - Designed to raise awareness about the dangers of alcohol impairment in a party scene. This mat provides the simulated challenge of walking through a room while performing simple tasks such as picking up a TV remote or piece of pizza, talking to another party goer, and avoiding tripping hazards that could result in falling from the balcony to the street below. This activity is ideal for those addressing potential dangers associated with house parties and other instances where alcohol may be present.<br><br>Includes: A 4' x 14' durable rubber-backed DIES Balcony Danger Mat with carrying strap and user guide. <i>(Fatal Vision® Goggles not included)</i> | \$575.00      |
|  <b>DIES® Winding Sidewalk Mat</b> - The DIES Winding Sidewalk Mat simulates the dangers associated with alcohol impairment while strolling along a winding sidewalk. This activity demonstrates to your audience the potential dangers of walking home impaired, which include falling off a sidewalk into traffic.<br><br>Includes: A 4' x 10' durable rubber-backed DIES Winding Sidewalk Mat with carrying strap and user guide. <i>(Fatal Vision® Goggles not included)</i>  | \$399.00      |
|  <b>DIES® Roadside Sobriety Test and Stairs Challenge Mat</b> - The DIES Roadside Sobriety Test and Stairs Challenge Mat presents the challenge of performing a roadside sobriety test or walking down a set of stairs. Both of these tasks become significantly more difficult, as your audience members will experience when they try it themselves.<br><br>Includes: A 4' x 10' durable rubber-backed DIES Roadside Sobriety Test and Stairs Challenge Mat with carrying strap and user guide. <i>(Fatal Vision® Goggles not included)</i>  | \$399.00      |
| <b>DIES® Alcohol Complete</b> - <b>ORDER AND SAVE</b> when buying all three DIES Alcohol Activity Mats in one convenient package.<br><br>Includes: DIES Balcony Danger (4' x 14'), DIES Winding Sidewalk (4' x 10'), DIES Roadside Sobriety Test and Stairs Challenge (4' x 10') with three carrying straps and user guides. <i>(Fatal Vision® Goggles not included)</i>  | \$1,250.00    |
| ADD-ONS   |               |
| <b>Fatal Vision® Alcohol Goggle</b> - Available in 5 BAC Levels   | \$159.00 each |
| <b>FEATURED DVD</b> - Binge Drinking: THE FACTS<br>Grade Level: 7-College   Running Time: 24 Minutes<br><i>For a wide range of educational DVDs please visit <a href="http://fatalvision.com">fatalvision.com</a></i>   | \$99.95       |



# SMASH MATCH® IMPAIRMENT CHALLENGE



# SUM-IT-CUP® STANDARD DRINK UNIT



 **ALCOHOL  
PREVENTION TOOLS**

This hands-on activity clearly demonstrates the impact of impairment on your judgment and reaction time


 **ALCOHOL  
PREVENTION TOOLS**

This simple yet engaging activity provides information that participants will remember and use to help them make informed choices about the consumption of alcohol

## EXPERIENCE

Alcohol impairs your ability to accomplish even the simplest of tasks – although it can be difficult to understand just how much it distorts your perception without experiencing it firsthand. Smash Match® is an activity designed for use with Fatal Vision® Alcohol Goggles demonstrations that involves matching and placing simple traffic-related shapes on a mat, first without and then with the impairing effects of the Fatal Vision Goggles. Printed messages on the mat promote positive driving behaviors that may reduce the risk of traffic-related injuries and fatalities.

The Smash Match user guide helps the instructor lead participants in activities that will show them the dangers of driving impaired. Participants work with their instructor to develop strategies to prevent impaired driving and promote sober driving.


| PRODUCT  | PRICE         |
|--|---------------|
| <b>Smash Match®</b> - Includes: Smash Match® Impairment Challenge Mat, shapes, digital timer, Smash Match carrying bag, and user guide. <i>(Fatal Vision® Goggles not included)</i>  | \$109.00      |
|    |               |
| ADD-ONS  |               |
| <b>Fatal Vision® Alcohol Goggle</b> - Available in 5 BAC Levels  | \$159.00 each |
| <b>FEATURED DVD</b> - Confronting Drunk Driving<br>Grade Level: 7-College, Adults<br>Running Time: 26 Minutes<br><i>For a wide range of educational DVDs please visit <a href="http://fatalvision.com">fatalvision.com</a></i> | \$139.95      |

## EXPERIENCE

Not all drinks are created equal. Just because an alcoholic beverage is served in a single container doesn't mean that it's just "one drink." Specialty drinks that contain multiple shots of spirits or served in large glassware may have a more impairing affect. A person who only had "one drink" may overlook the amount of alcohol in that drink. That misunderstanding can lead to a higher blood alcohol concentration (BAC) than anticipated.

The SUM-IT-CUP® delivers a clear, interactive lesson about standard drink sizes for alcoholic beverages. Participants begin the lesson by serving themselves a simulated drink. This "drink" is poured into the SUM-IT-CUP measuring beaker to show how many servings of alcohol the person actually poured.

Turn learning into a game with Master Bartender®, a unique opportunity to educate about standard drink units (SDU) of common alcoholic beverages and promote responsible alcohol consumption.

| PRODUCT   | PRICE    |
|---|----------|
| <b>SUM-IT-CUP® Complete with Master Bartender®</b> - Includes: SUM-IT- CUP, rocks glass, wine goblet, beer mug, shot glass, pitcher, user guide, carrying case, acrylic ice cubes, glass strainer, and the Master Bartender Game                                | \$280.00 |
|    |          |
| <b>SUM-IT-CUP®</b> - Includes: Large volume measuring beaker, small volume measuring beaker and user guide  | \$24.95  |
| <b>Master Bartender®</b> - Includes: Directions and scoring sheets, 32 game play cards, 10 joke cards, 10 advice cards, 100 game coins for "tip money," SUM-IT-CUP large beaker, and SUM-IT-CUP small beaker. <i>For use with participants age 21 and over.</i> | \$39.99  |

# INTOXICLOCK® PRO REAL-TIME BAC ESTIMATOR



## ALCOHOL PREVENTION TOOLS

Illustrates how a person’s weight, gender, drink of choice and rate of consumption all matter in how long it takes an individual to metabolize alcohol to zero BAC

### EXPERIENCE

**Demonstrate the impact of alcohol consumption on blood alcohol concentration (BAC) virtually with intoxiclock® Pro software.** Intoxiclock Pro helps you to build a drinking scenario based on a person’s gender, weight, drinking start time, the number and types of drinks consumed, and the time it takes to consume those drinks. Based on that input, intoxiclock Pro calculates and displays BAC and a real-time digital countdown of just how much time it takes to return to a BAC of 0.0. You can dynamically add drinks to an active drinking scenario and see the immediate effect on BAC and time to zero BAC. The intoxiclock Pro Software comes standard with a digital user guide and instructional materials to guide program delivery and use. **Pair the intoxiclock lesson with Fatal Vision® Alcohol Goggles to further your participant’s experience.**

### BENEFITS

- ✓ **Flexible delivery** - virtually or in-person
- ✓ **Simple** to use
- ✓ **Easy** to understand
- ✓ **Provides relevant and meaningful lessons** about alcohol use, impairment and metabolization



## KIT OPTIONS

## INTOXICLOCK® PRO

| PRODUCT  | CAMPAIGN KIT<br>\$3,300.00<br>[ 8 ACTIVITIES ] | EVENT KIT<br>\$2,160.00<br>[ 5 ACTIVITIES ] | PROGRAM KIT<br>\$1,395.00<br>[ 3 ACTIVITIES ] | SOFTWARE<br>\$699.00<br>[ SINGLE LICENSE ] |
|--|--|---|---|--|
| Single license of intoxiclock® Pro software with digital instructional materials         | 1  | 1   | 1   | 1  |
| SUM-IT-CUP® Complete   | 1  | 1   | 1   | -  |
| “You Call The Shots” tabletop banner   | 1  | 1   | 1   | -  |
| “You Call the Shots” 3 poster pack   | 1  | -   | -   | -  |
| Fatal Vision® Alcohol Goggle - clear, with cloth protective bag                          | 5  | 5   | -   | -  |
| Germicidal disposable wipes  | 1  | 1   | -   | -  |
| Roll of “Walk the Line” tape   | 1  | 1   | -   | -  |
| DIES® Balcony Danger mat   | 1  | -   | -   | -  |
| Label printer for personalization of pocket guides                                       | 1  | -   | -   | -  |
| Pocket guides  | 300  | -   | -   | -  |
| Backpack   | 1  | 1   | -   | -  |
| KIT EXTRAS   |  |   |   |  |
| Additional licenses of intoxiclock® Pro (Add up to five additional licenses per package) | \$99.00 per license                            | \$99.00 per license                         | \$99.00 per license                           | \$99.00 per license                        |
| Fatal Vision® Alcohol Goggle - available in 5 BAC levels                                 | \$159.00 each                                  |   |   |  |
| Product training<br><i>One-day (4-6 hours), training to continental USA</i>              | \$2,850.00                                     |   |   |  |

**INTERESTED IN A DEMO? Contact our sales office at 800-272-5023 to schedule a virtual demonstration of the intoxiclock® Pro Software.**



The graphing function shows a real-time illustration and visual display of each drinking scenario



Select from 52 different types of alcoholic beverages to build a scenario



# TURN 'N LEARN CLASSROOM CHALLENGE



# DISTRACT-A-MATCH® MULTITASK CHALLENGE



Alcohol  
Prevention Tools

Distracted Driving  
Prevention Tools

**ALCOHOL AND  
DISTRACTED DRIVING  
PREVENTION TOOLS**

Teach about the dangers of underage drinking, impaired driving, and drowsy and distracted driving

**DISTRACTED DRIVING  
PREVENTION TOOLS**

Distract-A-Match® and Fatal Reaction® are the ideal tools to help you deliver a simple and effective lesson about the dangers of distracted driving

## EXPERIENCE

Many students learn best when participating in engaging activities and games. Teach them about the dangers of underage drinking, impaired driving, and drowsy & distracted driving with the Turn 'N Learn Classroom Challenge.

Place participants into multiple teams, then take turns spinning the wheel to select a question category. Teams work together to answer questions and perform activities to earn points for their team.

Questions, role play, and activities with the **Fatal Vision® Alcohol and Drowsy and Distracted Goggles** help students identify strategies for making safe decisions, learn important facts, and dispel myths.

Turn 'N Learn can also be used to engage passersby in an exhibit or “walk-up” booth setting such as a safety fair, National Night Out, in a student commons area, or community festival.

| PRODUCT  | PRICE      |
|--|------------|
| <b>Turn 'N Learn Classroom Challenge -</b><br>Includes: 20.5" Game Wheel with Carrying Case, Game Wheel Inserts and Center Hub, Fatal Vision Alcohol Goggle: Silver Label Estimated BAC .17-.20+, Fatal Vision Drowsy and Distracted Goggle Program Kit, Germicidal Wipes, Backpack, Game Play Cards: Alcohol and Distracted Driving, Game Play Activities: Play Coins, 2-Decks of Playing Cards, Building Blocks, 50-Disposable Plastic Cups, 2-Acrylic Pitchers, Digital Timer, and 3-Stress Balls | \$2,400.00 |

## EXPERIENCE

**Distract-A-Match® is a simple puzzle game that uses a timed multi-tasking activity to show how difficult it can be.** The lesson begins when the participant races against the clock to place shapes. The activity is repeated with a distraction, such as typing a text message on a cell phone or wearing the Fatal Reaction® audio distraction unit (not included). The activity ends when the participant compares their first and second attempts at the game. Typical results show that people will be slower and make more errors when distracted.

**The Fatal Reaction® audio distraction unit is a tool that simulates the effects of cognitive distraction.** Delayed audio feedback provides a slight echo effect that causes the participant to lose focus while speaking. This distraction takes away from the participant's ability to complete the game and perform the multi-task activity in a timely and efficient manner.

| PRODUCT   | PRICE    |
|---|----------|
| <b>Distract-A-Match® with Fatal Reaction® -</b> Includes: Distract-A-Match Game, Fatal Reaction audio distraction unit and remote, headset with microphone, user guide, and carrying case | \$855.00 |
| <b>Distract-A-Match® Game -</b> Includes: Game mat, assorted shapes, digital timer, carrying bag, and user guide  | \$109.00 |
| <b>ADD-ONS</b>  |          |
| <b>Replacement Shapes for Distract-A-Match® -</b> Includes: 64 assorted shapes only   | \$39.99  |



# DANGER IN EVERY STEP® DISTRACTED DRIVING ACTIVITY MAT



# CHANGE BLINDNESS AND DISTRACTED DRIVING MEDIA PRESENTATION



## DISTRACTED DRIVING PREVENTION TOOLS

Add an additional dose of reality to your distracted driving awareness programs



## DISTRACTED DRIVING PREVENTION TOOLS

Easy-to-use presentation is a must for any traffic safety program that addresses distracted driving

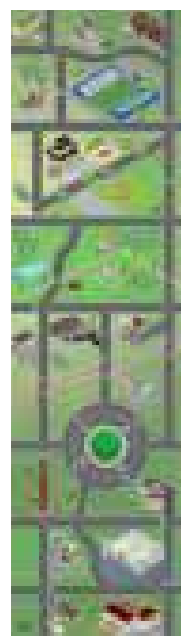
## EXPERIENCE

**Distracted driving can be just as dangerous as driving under the influence – however your participants will need to experience it to believe it.** The Danger in Every Step (DIES®) Distracted Driving Activity Mat is a durable mat with graphics depicting a rural town setting with streets, crosswalks, railroad crossings and other common town locations.

The challenge is to drive through town using a steering wheel to simulate a driving experience. Participants travel around the simulated town making stops at various locations while observing safe driving habits such as obeying traffic signs.

After participants complete their first trek through town they are asked to drive the route again - this time with distraction. Distractions such as texting while driving will typically cause the driver to miss turns, drive off the road, or miss stop signs. The experience demonstrates how distractions take away from a person's ability to safely operate a motor vehicle.

### PRODUCT



**DIES® Distracted Driving Activity Mat** - Includes: A durable rubber-backed 4' x 14' DIES Distracted Driving Activity Mat with carrying strap, steering wheel, timer, "Pedestrian Pete," 16 stop signs, and a user guide

### PRICE

\$725.00

## EXPERIENCE

**You're driving along a busy highway when you look down briefly to hit "send" on a text. As you raise your eyes again, you suddenly realize that traffic has stopped – but it's too late for you to slow down in time, and you crash into the car in front of you.**

This phenomenon is known as change blindness - when a driver does not notice a change in the driving environment has occurred.

The program places your participants in a series of five driving scenarios to illustrate how distraction and change blindness can inhibit their ability to continuously scan their environment, evaluate potential threats, and execute well-timed driving maneuvers to avoid a crash. During the presentation, the instructor will introduce the S.E.E. strategy (Search, Evaluate, and Execute), an approach to help reinforce safe driving skills and reduce the risk of distracted driving.

### PRODUCT

**Change Blindness and Distracted Driving Interactive Media Presentation** - Includes: A downloadable MP4 video file (Target audience: Ages 14+ Time: 14:35 min.), PDF user guide, and worksheet

### ADD-ONS

**"How Focused Are You?" Drowsy & Distracted Driving Floor Banner** - Includes: 32" wide x 84" high retractable banner and protective case

**FEATURED DVD** - Texting & Driving: The Deadliest Distraction  
Grade Level: 7-College  
Running Time: 17 Minutes

*For a wide range of educational DVDs please visit [fatalvision.com](http://fatalvision.com)*

### PRICE

\$129.00

\$499.00

\$149.95

# FATAL VISION® ROADSTER PEDAL KART



Get real about the dangers of alcohol and marijuana impairment along with drowsy and distracted driving

## EXPERIENCE

Think you can safely operate a vehicle after having a few drinks? Or, think sending that text message or driving after a poor night's sleep is no big deal? What about driving while under the influence of recreational marijuana/THC?

The Fatal Vision® Roadster is exactly what you've been looking for to help you provide a program about the **dangers of alcohol and marijuana impaired driving along with drowsy and distracted driving.**

The Fatal Vision Roadster is an affordable vehicle that is easy to use and can be driven on all types of terrain, including off-road courses. Use it for demonstrations, classes, training courses or as part of a community event.

"Wearing Fatal Vision® Marijuana goggles and driving the course really gave me a better idea on how marijuana use can affect driving skills, reaction times and thought processes."

- Evan, Student

## FEATURES AND BENEFITS




- ✓ Each Roadster comes standard with assembly instructions (assembly required)
- ✓ One-year warranty on parts and frame against material defects in workmanship
- ✓ Multiple driving course layouts and is ideal for both small or large groups



## PACKAGE OPTIONS

## FATAL VISION® ROADSTER PEDAL KART



| PRODUCT   | ULTIMATE PACKAGE 2-SEATER \$8,079.00 | ULTIMATE PACKAGE ROADSTER \$7,579.00 | BUILD YOUR OWN PACKAGE |
|---|--------------------------------------|--------------------------------------|------------------------|
| Fatal Vision® Roadster - Pedal Kart   | -                                    | 1                                    | +\$999.00              |
| <b>NEW!</b> Fatal Vision® Roadster - 2-Seater Pedal Kart  | 1                                    | -                                    | +\$1,499.00            |
| Product training session  | 1                                    | 1                                    | +\$2,850.00            |
|  <b>ALCOHOL IMPAIRED DRIVING COURSE</b><br>Includes: Fatal Vision® Silver Label Clear Goggles, TVL® Lens Pack Silver, two helmets with sanitary fabric caps, two safety glasses, marking pistol, four spray chalk, digital timer, mini measuring wheel, nine rigid cones, and folding wood rule  | 1                                    | 1                                    | +\$700.00              |
|  <b>DROWSY &amp; DISTRACTED DRIVING COURSE</b><br>Includes: Fatal Vision® Drowsy and Distracted Program Kit, two helmets with sanitary fabric caps, two safety glasses, marking pistol, four spray chalk, digital timer, mini measuring wheel, nine 12" rigid cones, and folding wood rule   | 1                                    | 1                                    | +\$1,430.00            |
|  <b>MARIJUANA IMPAIRED DRIVING COURSE</b><br>Includes: Fatal Vision® Marijuana Goggles, 16 - 28" course cones, light kit - some assembly required (lights with remotes, batteries, fasteners, and clamps), dry erase scoreboards with markers and eraser, course tape, measuring wheel, Roadster horn, backpack, germicidal disposable wipes, and educational materials (training video, course guide, and pdf poster) | 1                                    | 1                                    | +\$1,600.00            |

### PACKAGE EXTRAS

|   |  |             |
|---|--|-------------|
| Fatal Vision® Roadster - Pedal Kart - add a kart for each driving course  |  | +\$999.00   |
| <b>NEW!</b> Fatal Vision® Roadster - 2-Seater Pedal Kart - add a kart for each driving course                     |  | +\$1,499.00 |
| Enclosed Trailer - a safe and secure way to haul and store your Roadster  |  | +\$3,495.00 |
| Additional day of product training (may be required based on products selected or number of people to be trained) |  | +\$1,500.00 |

Purchase the Roadster with the alcohol, marijuana, and the distracted and drowsy driving courses giving you three unique impaired driving demonstration options.



2-SEATER PEDAL KART

ADD A DRIVING COURSE OR A PROGRAM EXTRA TO YOUR KART

Driving Simulations

# SIDNE® 7.1 – SIMULATED IMPAIRED DRIVING EXPERIENCE VEHICLE

We offer upgrade options for current SIDNE® customers

- ✓ Available for SIDNE® versions 3.0, 4.0 and 6.0
- ✓ Software upgrades
- ✓ Updated safety features
- ✓ Improved functionality

Includes standard warranty  
Upgrade packages start at \$3,740.00  
Call 800-272-5023 for a Quote today!



Control SIDNE® from a distance of 75' with the infrared transmitter!



A safe and effective experience demonstrating a driver's susceptibility to the effects of impairment and distraction while driving

## EXPERIENCE

If you're looking for the preeminent impaired driving simulator, **SIDNE® (Simulated Impaired Driving Experience)** is just the ticket. SIDNE is a custom-built electric kart that allows drivers and passengers to experience what can happen when they operate a vehicle under the **influence alcohol** or **marijuana** as well as the ramifications of **driving while drowsy or distracted**.

When driving SIDNE, electronics in the vehicle allow participants to experience loss of control, impaired judgment, erratic acceleration and braking, delayed response, missed turns, and lane shifts into "oncoming traffic." These effects mimic impairments that are common with motorists under the **influence of alcohol**.

SIDNE also has specially designed add-on courses that provide the ability to simulate driving while under the **influence of marijuana** or **being drowsy or distracted**.



## FEATURES AND BENEFITS

- ✓ You can run SIDNE indoors or outdoors
- ✓ The pedals and steering wheel can be adjusted to accommodate the height of the participant
- ✓ SIDNE runs at 4 or 8 miles per hour and the instructor can control the vehicle's speed and mode with a remote switch from up to 75 feet
- ✓ SIDNE also includes a remote braking feature to stop a moving vehicle immediately
- ✓ Each SIDNE comes standard with Innocorp's product training session to teach your staff the safe and appropriate use of the vehicle

## PACKAGE OPTIONS

SIDNE® VEHICLE

| PRODUCT  | ULTIMATE PACKAGE<br>\$27,800.00 | BASIC PACKAGE<br>\$18,650.00 |
|--|---------------------------------|------------------------------|
| <b>SIDNE® 7.1 Vehicle - ALCOHOL IMPAIRED DRIVING</b>   | 1                               | 1                            |
| Product training session   | 2 Days                          | 1 Day                        |
| Standard warranty (6 months or 150 hours of run time)  | 1                               | 1                            |
| Transmitters with carrying case  | 2                               | 2                            |
| 12-Volt batteries  | 4                               | 2                            |
| Battery charger  | 1                               | 1                            |
| Program guides with course cards   | 4                               | 4                            |
| SIDNE user guide and training video  | 1                               | 1                            |
| Trainer high visibility safety vest  | 3                               | 3                            |
| Helmets and safety glasses   | 4                               | 2                            |
| SIDNE tool kit   | 1                               | 1                            |
| Lithium grease   | 1                               | 1                            |
| Sanitary fabric caps (100/pack)  | 4                               | 1                            |
| Germicidal wipes (50/pack)   | 6                               | 1                            |
| 6-inch course cones  | 60                              | 30                           |
| <b>DRIVING COURSE ACCESSORY PACKAGE</b><br>Includes 1 marking pistol, 4 cans of marking chalk, 20 28-inch cones, 20 cone clips, 4 traffic signs, 18 checkered string pennants, 1 mini measuring wheel, cone stick, 3 course figures, SIDNE protective cover, and charging adapter  | 1                               | +\$3,495.00                  |
| <b>DROWSY &amp; DISTRACTED DRIVING COURSE PACKAGE</b><br>Includes 1 Fatal Vision Drowsy & Distracted Goggle with carrying case, 1 stop/go paddle, 1 arrow paddle, 1 flex flyer steering wheel, course tape, 1 timer, 1 backpack, and in-app educational materials  | 1                               | +\$1,060.00                  |
| <b>MARIJUANA IMPAIRED DRIVING COURSE PACKAGE</b><br>Includes 1 Fatal Vision Marijuana Simulation Goggle, 16 28-inch cones, 1 LED Light Kit, 2 dry erase scoreboards with markers, 1 mini measuring wheel, 1 backpack, 1 germicidal wipes (50/pack), and educational materials (training video, course guide, and pdf poster) | 1                               | +\$1,600.00                  |
| <b>PACKAGE EXTRAS</b>  |                                 |                              |
| <b>SIDNE SPARE BATTERY SET OF 2</b><br>Includes two 12 volt AGM batteries, each battery in its own rugged plastic case, and "plug and go" connections  |                                 | +\$999.00                    |
| <b>Enclosed Trailer</b> - a safe and secure way to haul and store your SIDNE   |                                 | +\$3,495.00                  |
| <b>Extended warranty</b> (additional 12 months or 300 hours of run time added to standard warranty)  |                                 | + \$1,600.00                 |
| <b>Additional day of product training</b> (may be required based on products selected or number of people to be trained)   |                                 | +\$1,500.00                  |

ADD TO YOUR SIDNE BASIC PACKAGE BY SELECTING A COURSE OR PROGRAM EXTRA

Driving Simulations



# REDUCE TEEN CRASHES – TRAFFIC SAFETY CAMPAIGN BUILDER



NEW



VIRTUAL LEARNING

Make it easy and rewarding for teens to conduct peer-to-peer traffic safety activities in their schools

## EXPERIENCE

**Reduce Teen Crashes – A Platform Supporting a community-wide Initiative to Engage High Schools and their Students in Traffic Safety Advocacy.**

Launched in 2013, Tennessee Tech and the Tennessee Highway Safety Office based ReduceTNCrashes on a simple idea: increasing traffic safety activities to reduce traffic crashes. The program, using a web based platform, capitalizes on NHTSA-recommended program



best practices to make it easy and rewarding for teens to conduct peer-to-peer traffic safety activities in their schools and communities.

In Tennessee, Reduce Teen Crashes is a State Wide program involving more than 100 high schools all competing for recognition as leaders in promoting traffic safety. Not unlike state-wide sport championships, high schools compete in completing activities where all students and communities win by increasing traffic safety awareness and practices.

**We customize the Reduce Teen Crashes program for schools in your county or State enabling teens to:**

- ✓ Build traffic safety awareness in their school and community
- ✓ Select from a menu of traffic safety activities
- ✓ Conduct and report on the activities
- ✓ Earn recognition for educating their peers about proven safe driving practices
- ✓ Compete with schools in their county
- ✓ Leverage social media to communicate their activities and successes

## PACKAGE OPTIONS

## REDUCE TEEN CRASHES

### SCOPE OF WHAT REDUCE TEEN CRASHES PROVIDES

Custom web portal access, resources, and support through two established leaders in creating and disseminating traffic safety innovations; Tennessee Tech University and Innocorp, Ltd.

Advisement on:

- Identifying and pursuing activity sponsorships for Silver and Gold activities
- Marketing to potential state partners to pay for signs and rack cards
- Marketing to sponsors to pay for program activities at the Silver and Gold levels

Management of the leaderboard, scoring, and online achievement tracking

Snapshot reporting on school participation and activity levels, giving a metric for ongoing assessment of Reduct Teen Crashes' value to your organization

Advisement on how to use existing state-supplied marketing materials to raise awareness about traffic safety

Establish and maintain databases on:

- Schools
- Stakeholders and sponsors
- Bronze, Silver, and Gold point benchmarks
- State-specific crash data
- Resources available for activities

Customization of the activities page to meet your organization's current programs

Provide security for system data

Answer support questions from the designated program administrator

Guide your organization on award management, preparation, and issuance of Bronze, Silver, and Gold certificates

### PRICE

**Year 1:** \$12,000.00 - includes installation of Reduce Teen Crashes for up to 12 high schools

**Annual Renewal:** \$6,000.00

**For more information on the Reduce Teen Crashes program contact our team at 800-272-5023**

## BENEFITS

The ultimate benefit is using this tool to **reduce the number of traffic crashes and the deaths and injuries that result – especially among teens.**

Other benefits include:

- ✓ **Consolidating traffic safety activities** the state might want to promote in a one-stop-shopping location;
- ✓ **Generating competition** among participating schools through a leaderboard, which will result in higher levels of participation and implementation of activities;
- ✓ **Automating tracking** of high schools' point acquisition for completed activities;
- ✓ Providing statewide exposure **for organizations' traffic safety activities; and**
- ✓ **Fostering the development** of traffic safety advocates within high schools.

Explore the fun and educational activities on the site and complete them to earn points for your school



Virtual Learning

# PLAN MY RIDE® – WEB-BASED TRAINING PROGRAM



NEW



VIRTUAL LEARNING

Teach the skills needed for teen drivers to avoid drowsy and impaired driving.

## EXPERIENCE

**Plan My Ride® is a research-based, self-paced, interactive, web-based traffic safety education program.** Developed by researchers working with teens, Plan My Ride focuses on building a young driver's skills and ability to avoid driving distracted or impaired or riding with an impaired driver.

Unlike most online traffic safety programs, the Plan My Ride flexible design accommodates in class room delivery as well as remote learning, learner tracking and assessment, driver skill building, instructor support, and easy program administration.

- ✓ Builds tangible skills to prevent distracted and impaired driving from ever happening
- ✓ Designed in look, feel, tone, and content to engage young drivers
- ✓ An interactive and self-paced online learning program
- ✓ 360-degree videos allow students to apply and practice the learned skills in real-life scenarios

Plan My Ride includes instructor seats that provide course materials for supplemental group discussion, activity guides, and dashboard access to your organization's virtual portal for set-up, delivery, and management of your traffic safety program.

## BENEFITS

**FOR INSTRUCTORS**

- ✓ Meets health education standards
- ✓ Teach safe driving skills remotely
- ✓ Reinforce safe driving skills through extension activities
- ✓ Use the included online administration dashboard to quickly and easily enroll students into the program, monitor completion and send automated reminders, and download completion reports, knowledge test scores, and certificates of completion

**FOR STUDENTS**

- ✓ Highly relevant, interactive, and engaging
- ✓ Learn how to be a safer driver
- ✓ Receive immediate feedback on knowledge and obtain a system-generated certificate of completion

## PACKAGE OPTIONS

PLAN MY RIDE®

| PRODUCT FEATURES   | 25-149 STUDENT SEATS<br>\$67.00 PER STUDENT      | 150+ STUDENT SEATS<br>\$61.60 PER STUDENT        |
|--|--|--|
| Student Seats  | Selected number of seats                         | Selected number of seats                         |
| Instructor Training Seats (includes access to supplemental group discussion and activity guides)       | 2 Instructor Seats                               | 5 Instructor Seats                               |
| Knowledge Tests  | 1 for each student and instructor seat purchased | 1 for each student and instructor seat purchased |
| Downloadable Certificates of Completion  | 1 for each student and instructor seat purchased | 1 for each student and instructor seat purchased |
| Dashboard Access   | Yes  | Yes  |
| 1-hour consultation for set-up and administration  | Yes  | Yes  |
| Branded Login Page   | No   | Yes  |
| Expiration (12-months from activation date)  | Yes  | Yes  |
| Annual Renewal   | 15% renewal discount from standard list price    | 30% renewal discount from standard list price    |
| Add-on Instructor Training, which includes access to supplemental group discussion and activity guides | \$67.00 per additional Instructor Seat           | \$61.60 per additional Instructor Seat           |



Practice using proactive strategies to avoid driving impairment



Receive immediate feedback on knowledge assessments

Use Plan My Ride with Fatal Vision® extension activities to further your lessons about alcohol and marijuana impairment or Drowsy and Distracted driving

INTERESTED IN A DEMO? CONTACT OUR SALES OFFICE AT 800-272-5023 TO SCHEDULE A VIRTUAL DEMONSTRATION OF PLAN MY RIDE TODAY!

# TACTICAL FUNCTIONAL TRAINING® - MOBILITY FITNESS AND INJURY PREVENTION PROGRAM PROGRAM



NEW



VIRTUAL LEARNING

Mobility = Survivability®

## EXPERIENCE

**Tactical Functional Training® (TFT) 16-Week Academy Program is a mobility and fitness training system designed for use by academy instructors to deliver to Police Academy cadets.** The TFT system trains cadets in movements designed to increase mobility and reduce exposure to common injuries seen in shoulders, low back, hips, and ankles.

TFT provides access to an extensive library of short videos covering nutrition, fitness insights from veteran police officers, and mobility movements. The instructor and recruits can access all of this content through the TFT mobile app.

Tactical Functional Training reinforces learning through:

- ✓ Daily targeted mobility movements supported by Video Demonstrations.
- ✓ Hear insights provided by veteran police officers on the importance of maintaining fitness and mobility throughout an officer's career.
- ✓ Provides expert nutrition strategies for meeting fitness goals.

## BENEFITS

- ✓ **Flexible delivery** - instructors and recruits can access the TFT via a mobile platform
- ✓ **Ready to Go** - Academies using the TFT program attest to the ease of implementation and effectiveness of improving recruit fitness and mobility
- ✓ **Developed to meet the unique fitness demands** of Law enforcement cadets
- ✓ **A complete academy fitness program** for use by Academy Instructors


| PRODUCT                                   | PRICE  |
|---|--|
| 16-Week Academy Program                   | \$199 one-time payment   |
| Personal Coaching for individual officers | 4, 15-minute video conferencing sessions a month for \$99/month per person |

**For more information on the TFT program contact our team at 800-272-5023**

## BANNER AND POSTERS

## ALCOHOL IMPAIRMENT




| PRODUCT  | PRICE    |
|--|----------|
|  <p><b>See how much alcohol is in the drinks you are consuming with "You Call The Shots." These banners and posters include a calorie count for 52 popular drinks and highlight how much alcohol is typically contained in each serving.</b></p> <p><b>"You Call the Shots" Floor Banner</b><br/>Includes: Retractable banner 32" x 84" and comes standard with a protective carrying bag</p> | \$499.00 |
| <p><b>"You Call the Shots" Table Top Banner</b><br/>Includes: Retractable tabletop banner is 32"x 40" and comes standard with a protective carrying bag</p>  | \$475.00 |
| <p><b>"You Call the Shots" Poster</b><br/>Includes: Poster measures 20" x 28"</p>  | \$24.95  |
| <p><b>"You Call the Shots" 3 Poster Pack</b><br/>Includes: Three 12 x 18" posters, "What's Brewing," "Craft Cocktails," and "Party Punches"</p>  | \$30.00  |

## BANNER AND POSTERS

## DROWSY AND DISTRACTED DRIVING



| PRODUCT  | PRICE    |
|--|----------|
| <p><b>Increase awareness and educate others with these eye-opening statistics about drowsy and distracted driving.</b></p> <p><b>"You" How Focused Are You?" Drowsy &amp; Distracted Driving Floor Banner</b><br/>Includes: Retractable banner is 32" x 84" and comes standard with a protective carry bag</p> | \$499.00 |
|  <p><b>"How Focused Are You?" Drowsy &amp; Distracted Driving 3 Poster Pack</b><br/>Includes: Three 12" x 18" posters</p>   | \$30.00  |

## BANNER AND POSTERS

## MARIJUANA IMPAIRMENT



| PRODUCT   | PRICE    |
|---|----------|
| <p><b>These eye-catching banners and posters provide statistics about the potential consequences that recreational marijuana has on driving, education and addiction.</b></p> <p><b>Marijuana "Up In Smoke" Floor Banner</b><br/>Includes: Retractable banner is 32" x 84" and comes standard with a protective carry bag</p> | \$499.00 |
|  <p><b>Marijuana "Up In Smoke" 3 Poster Pack</b><br/>Includes: Three 12" x 18" posters</p>   | \$30.00  |



Relevant and compelling videos about the lives, choices, issues, health and well-being of today's teenagers.  
A great addition to your safety program. *For a wide range of educational DVDs please visit [fatalvision.com](http://fatalvision.com).*

EDUCATIONAL DVDs

ALCOHOL AND DRINKING

| PRODUCT   | PRICE    |
|---|----------|
| <b>BEST SELLER</b> - All You Need To Know About Alcohol in 17 Minutes | \$139.95 |
| Alcohol & the Developing Brain  | \$149.95 |
| Binge Drinking: The Facts   | \$99.95  |
| Brain Scans: Alcohol  | \$139.95 |
| Confronting Drunk Driving   | \$139.95 |
| Drinking Games, Alcohol Abuse   | \$139.95 |
| DUI: The Hard Truth   | \$139.95 |
| Dying High: Teens in the ER   | \$139.95 |
| <b>BEST SELLER</b> - Underage Drinking: Is It Worth It?               | \$149.95 |

EDUCATIONAL DVDs

DRIVER SAFETY

| PRODUCT   | PRICE    |
|---|----------|
| Asleep At The Wheel   | \$139.95 |
| Danger Behind the Wheel: The Facts On Distracted Driving          | \$139.95 |
| <b>BEST SELLER</b> - Texting & Driving: The Deadliest Distraction | \$149.95 |

EDUCATIONAL DVDs

DRUG ABUSE

| PRODUCT  | PRICE    |
|--|----------|
| <b>BEST SELLER</b> - Abusing Over-The-Counter-Drugs                        | \$139.95 |
| Drugged Driving: The Road To Disaster                                      | \$139.95 |
| Dying High 2: Real Stories of Drugged Driving                              | \$139.95 |
| Edible Marijuana: Is It Safe?  | \$149.95 |
| Everything You Need To Know About Marijuana In 22 Minutes                  | \$139.95 |
| Everything You Need To Know About Prescription and OTC Drugs In 17 Minutes | \$139.95 |
| Fentanyl: The Deadliest Opioid   | \$149.95 |
| <b>BEST SELLER</b> - Marijuana: Does Legal Mean Safe?                      | \$149.95 |
| New Marijuana: Higher Potency, Greater Dangers                             | \$139.95 |
| <b>BEST SELLER</b> - Overdose Epidemic: What Can Be Done to Stop It?       | \$149.95 |

PRODUCT TRAINING



PRODUCT TRAINING

Maximize the impact of your Fatal Vision® program with an innocorp training session

CONTACT US TO DISCUSS  
VIRTUAL TRAINING OPTIONS

EXPERIENCE

Innocorp's certified trainers work with your instructors, outreach staff, and prevention specialists teaching them how to use Innocorp products and incorporate them into your awareness and prevention programs.

A training session will help you fine-tune your prevention lesson and prepare your staff to deliver a successful program. Training is ideal for new instructors or those who need a refresher to improve their program delivery techniques and methods for effectively using Innocorp products. The content and length of the class can be customized to meet your organization's training needs and goals.

Training Objectives

- ✓ Learn and apply safe demonstration techniques using Innocorp products to engage your audience.
- ✓ Identify how to integrate Innocorp products into your existing program for maximum impact.
- ✓ Improve your instructor's program delivery through role-play and activity demonstrations.
- ✓ Build your team's confidence and capacity while learning through dialogue and experience.

| PRODUCT   | PRICE      |
|---|------------|
| <b>Product Training</b> - Includes: A 4-6 hour training session, accommodating up to 10 attendees with one Innocorp trainer. All travel expenses to the continental USA included if selecting an onsite training session. (AK, HI, and international must call for price quote) | \$2,850.00 |
| ADD-ONS   |            |
| <b>Additional Day of Product Training</b> - Includes: Additional consecutive training day   | \$1,500.00 |

Educational DVDs

Product Training



**Innocorp, Ltd.**

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Creating New Perspectives To Promote Healthy Choices

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GSA GS-02F-0062R

## ANNOUNCING OUR NEW AND IMPROVED FATAL VISION® GOGGLE FRAME!

**NEW**

The alcohol, concussion, marijuana, and alcohol & marijuana combo goggle lines now feature this new durable and sleek design.



- ✓ Reduced glare for increased visual clarity
- ✓ Improved durability
- ✓ Adjustable strap
- ✓ Manufactured in USA