

ROAD TO SAFETY

High-Tech Chips Help Promote Safe Driving

(NAPSA)—The number of car accidents resulting from driver distraction may soon take a dip because of a chip—a computer chip.



A wireless technology called Bluetooth brings hands-free cell phone use to drivers.

This particular chip is designed to make a range of wireless technology—including hands-free use of cell phones—possible. Hands-free telecommunication has become an important factor in promoting driver safety and is even the law in several states. Experts recently estimated over 70 percent of all cell phone calls originate from inside automobiles.

One chip maker, CSR (www.csr.com), has emerged as a leader in the application of what is called Bluetooth technology—the technology that supports short-range wireless networks. It is this type of network that makes hands-free communication over a cell phone possible for a driver. It also allows a driver to download maps, directions and even dial a telephone number just by speaking out loud.

Bluetooth connected speaker phones will appear as an option in several cars in the 2004 model year, including Chrysler's new Pacifica.