

Bleeding Yellow For Over 25 Years



In today's world, there are many reasons why school bus surveillance cameras are an imperative component of the vehicle's build: to capture stop arm violations, enhance visibility in the bus's surrounding, ease vehicle maneuvering in tight spaces, and more. While every fleet's motive for implementing cameras will vary depending on their unique operations, they have become crucial for establishing a safe mode of transportation for students. But it wasn't always like this – surveillance technology has definitely transitioned from an **accessory safety measure to a necessary** one as fleets have recognized their importance over the past few decades. The increased awareness of how surveillance can benefit and protect fleets has catapulted it into the security standard it is today. Further, the success and growth of the technology itself has paved a way for school buses to gain a comprehensive approach for protecting their students.

However, just as the intent for using cameras and their design has altered over the years, so has the number of providers. "It's not easy to stay in the mobile surveillance industry," stated Bruce Smith, the President and CEO of Safety Vision, LLC. as he described his experience in the industry. "Safety Vision has been around for over 25 years and to date, **we're the only school bus surveillance provider that has remained** since we started supplying cameras to the field in 1995." When asked how the company survived the hurdles encountered (buyouts, manufacturer closings, increased obstacles for buses, etc.), he expressed that it was because of the company's strong belief and dedication to what they do: enhance safety, that they remained on their course of action to achieve that purpose.

For Safety Vision, providing surveillance technology to fleets goes far beyond installing cameras on a bus. The root of what they do is to ensure and enhance the safest environment for everyone in the district, especially drivers and students. So as time went on, and different obstacles arose for the industry, Safety Vision listened directly to the experts in the field - bus operators and fleet owners – to learn what was needed and developed technology that would ease or deplete those difficulties. In essence, they persisted through any limitations, setbacks, or offers of buyouts by accepting the challenge of **progressing with the industry**.

In the early 1990's, when school bus surveillance technology was in its infancy, cameras were introduced as a way to deter and capture unsatisfactory student behavior onboard. This early model of surveillance was a single **lockbox with a mirror in front of it to disguise a camcorder**. When recording, a red light was visible through the mirror, which proved to be an effective way for averting poor student conduct, as the red light indicated that their actions would be documented. However, this technology was short-lived as fleet operators expressed that a lot of onboard activity was missed due to blind spots. The solution? VCR systems in 1998.

The blind spots signaled to product developers at Safety Vision that more cameras needed to be used and the VCR system allowed for multiple cameras to record at once. Utilizing more than one camera not only eliminated blind spots but also allowed fleets to expand their safety monitoring practices. Thus, **the introduction of VCR's in the industry**, propelled surveillance into the comprehensive safety management standard it is today. From this point on, bus agencies recognized that recording devices could not only deter and capture poor student behaviors; but could also ensure students got safely on and off the bus, drivers were honoring all their operations, and events outside of the bus could be more easily managed.

From here, technology advancements have allowed for a number of add-on features to surveillance systems such as hands-free downloading, onboard Wi-Fi, live look-in and more; which has ultimately given agencies the tools necessary to streamline their practices and operations. However, the foundation of what cameras can do (though they're a lot less bulky these days) is provide a safety net for the industry – and Safety Vision is still here. To this day, the team at Safety Vision (with Account Executives strategically placed throughout the country) is still following the standard they set over 25 years ago: listening to those directly in the industry and developing solutions based off their needs. Just as surveillance on school buses has become an industry standard, so has **Safety Vision as a leader in optimizing and enhancing the safety of everyone in the district**.

By: Alicia Delgado



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listening to those directly in the industry*