

April 16, 2025

AddSecure launches RoadView Flex, an affordable, easy-to-install vehicle camera solution for enhanced driver safety

RoadView Flex enhances driver safety with an easy-to-install AI-powered camera, providing accurate video evidence, advanced collision detection (ADAS), and fatigue recognition (DMS) as an option.

[AddSecure](#), a leading provider of secure IoT connectivity and end-to-end solutions, has today announced the launch of its new affordable AI-powered video telematics solution. It is designed to enhance driver safety by capturing accurate video footage, helping drivers prove their innocence in incidents. Additionally, it improves safety with features such as forward collision warning, pedestrian detection, and headway monitoring (ADAS – Advanced Driver Assistance System)

As an option, RoadView Flex can also be equipped with technology to monitor driver behaviour and to detect signs of fatigue and distraction. The system utilises advanced algorithms to analyse driver data and detect patterns of fatigue, such as yawning, nodding, and head dropping.

AddSecure has simplified the installation process of RoadView Flex, reducing the average installation time to just 15 minutes for a typical heavy commercial vehicle. By connecting to the FMS port, the system automatically retrieves driver identification from the tachograph, ensuring accurate data collection. RoadView Flex offers live and preview streaming, enhancing fleet safety and operational efficiency. Additionally, the system prioritises privacy protection with built-in identity blurring, safeguarding personal data while maintaining high-quality monitoring.

The system is designed to improve road safety with its advanced features, ease of installation, and affordability. It also supports fleet operators in meeting regulations on driver monitoring and accident prevention.

Commenting on the launch, Johan Norrman, VP Product & Technology Smart Transport, AddSecure said: "We are thrilled to announce the launch of RoadView Flex, our affordable and easy-to-install AI-powered video telematics solution. This user-friendly technology, designed with the driver at its core, will help fleet operators ensure their drivers' safety on the road."

RoadView Flex includes a forward-facing camera for external recording, with an optional IR-scanner to detect driver fatigue or distraction. The system also offers a cloud-based platform that allows fleet operators to monitor driver behaviour and receive alerts in real-time. The saved video and data can be used to create a driver rating table and provide post-event evaluation or personalised training. It aims to improve road safety by assisting fleet operators in monitoring driver behaviour and prevent accidents caused by driver fatigue.

With advanced AI capabilities and an affordable price, RoadView Flex offers a cost-effective and accessible smart camera solution.

For further information, please visit [RoadView Flex](#).

For more information, please contact:

Johan Stråkander, Marketing Director Smart Transport, AddSecure
Johan.strakander@addsecure.com, +46 735 000071

Kristina Grandin, Director Corporate Communications, AddSecure Group
kristina.grandin@addsecure.com, +46 706 895208

About AddSecure

[AddSecure](#) is a leading European provider of secure IoT connectivity and end-to-end solutions. We help customers optimize their operations, drive business value, and secure vital functions.

By combining connected, data-driven, and sensor-based solutions with best-in-class expertise, we meet our customers' needs regardless of industry. We provide both managed services and connect any device in need of secure communications and data transfer. Imagination is the only limit.

Our secure IoT solutions are used within the areas of buildings, alarms, transportation and logistics, personal safety and security, health care, construction, municipalities, schools, rescue services, power grids, and more.

AddSecure's headquarters is in Stockholm, Sweden. Our main market is Europe, yet we serve customers worldwide. With over 1,100 employees, we help make the world safer, smarter, and more sustainable.