

Reverse Automatic Braking Technology for Refuse and Commercial Trucks



3RD EYE®

**REVERSE AUTOMATIC
BRAKING**



**REVERSE AUTOMATIC
BRAKING DEPLOYED**

Driver: William Adams

11:04am | 1/18/2025

47 Oak Drive | Baltimore, MD

[>> Request Video](#)



**ACCIDENT
AVOIDANCE**



**PROACTIVE RISK
MANAGEMENT**



**REDUCE
LITIGATION**



**DRIVER TRAINING
AND EDUCATION**



**IMPROVE SAFETY
BEST PRACTICES**



**CONTINUOUS
IMPROVEMENT**

**Help prevent injuries and property damage during reverse operations.
All performed automatically with 3rd Eye advanced braking technology.**

3rd Eye Rear Automatic Braking Technology can help detect potential hazards and automatically apply the brakes without driver intervention. Enhance safety, minimize risks, and protect your fleet with this solution designed for industries that rely on commercial vehicles.



**Learn more or request a free,
no-obligation demo today.**

www.3rdEyeCam.com



3RD EYE®

3rd Eye Digitally Connected Technology

Reverse Automated Braking technology for refuse trucks and commercial vehicles.

The Challenges

Backing incidents are one of the most frequent causes of injuries and property damage for truck operators in industries that rely on commercial vehicles. According to OSHA data, these incidents account for approximately 25% of all injuries and accidents in the solid waste and recycling industry. Similar risks are prevalent in other fields such as construction, utilities, public works, delivery, and emergency response.

Commercial vehicles face inherent challenges when reversing, including extensive blind spots, tight maneuvering spaces, and reduced visibility. These issues, combined with the need to operate in crowded or high-risk environments, increase the potential for accidents involving pedestrians, bicyclists, other vehicles, and workers on the job site.

Every backing incident, no matter how minor, comes with significant consequences: personal injuries, fatalities, operational downtime, and costly repairs. The more frequently these mishaps occur, the greater the likelihood of catastrophic outcomes—making it clear that a proactive safety solution is essential to protect lives, equipment, and property.

The Solution

3rd Eye's Reverse Automatic Braking (RAB) Technology is an innovation designed to address one of the most pressing safety challenges faced by truck operators. By combining advanced sensors and automatic braking, this system can reduce risks and enhance safety in reverse operations, regardless of industry.

Specialized sensors strategically placed along the rear of the vehicle detect potential hazards, such as objects or people, in the truck's path. When a potential hazard is identified, the system provides both visual and audible alerts inside the cab. If the risk persists, the brakes are applied automatically to prevent a collision. The robust 3rd Eye solution then creates a specialized safety event for your team to review and use as potential coaching material. This smart, proactive system engages only in reverse, ensuring seamless protection without interfering with other vehicle operations.

More than just a safety feature, Reverse Automatic Braking Technology integrates seamlessly into 3rd Eye's comprehensive suite of solutions. These technologies are designed to improve safety, productivity, and profitability across fleets in solid waste and recycling, as well as construction, utilities, public works, and other demanding sectors.

Value Overview

- ✓ Accident Avoidance
- ✓ Reduce Litigation
- ✓ Improve safety best practices
- ✓ Proactive Risk Management
- ✓ Training and Education
- ✓ Continuous Improvement

Designed For



Let drivers drive. We'll handle the rest.



Learn more or request a free, no-obligation demo today.

www.3rdEyeCam.com



3RD EYE®