For Immediate Release

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Smart Start Revolutionizes Transdermal Alcohol and Electronic Monitoring with a Single Solution

ORBIS Provides Exceptional Accuracy in an Attractive, Wearable Device

Dallas, Texas (January 27, 2021) – Smart Start, the U.S. and world leader in alcohol monitoring, is pleased to announce the development of ORBIS™, a revolutionary new product that combines the most technologically advanced transdermal alcohol and GPS monitoring technology in a single, attractive, wrist-wearable device.

Daryl Grimes, Chief Operating Officer for Smart Start, said ORBIS' exclusive technology reflects more than 15 years of research.

"Other devices 'sniff' the skin using a pump and a breath alcohol fuel cell," he said. "ORBIS continuously monitors using a specially designed transdermal sensor. This patent pending technology allows us to offer unprecedented accuracy in a design that is the most discreet and smallest in the market."

Early trials are complete, and final testing is currently underway through independent studies, university research, clinical trials, and pilot programs.

ORBIS features an exciting design that resembles a smart watch instead of a traditional ankle monitoring device, although ORBIS also can be worn comfortably around the ankle. More importantly, it's a brand-new technological approach to transdermal alcohol monitoring that has consistently been shown to be more accurate than existing devices.

Transdermal alcohol monitoring plus GPS functionality

When a person has been drinking, transdermal testing detects the concentration of alcohol through ethanol vapor present in their perspiration. ORBIS transdermal technology tracks closely to Blood Alcohol Concentration (BAC), which is considered the gold standard for measuring alcohol consumption.

ORBIS is the only solution on the market that provides alcohol monitoring, location-tracking technology, and anti-circumvention features. Its built-in cellular technology makes results available in real-time.

ORBIS also integrates seamlessly with Smart Start's robust web-based monitoring platform, SmartWeb™, where monitoring data, reporting, and device analytics are readily available to authorized monitoring authorities at no cost.

Designed for commercial and consumer use

The transdermal sensor used in ORBIS was designed for judicial, clinical, probation, commercial, occupational and consumer use. Grimes said that vertical applications are being developed for private transportation, workplace, inmate safety and other key markets.

Smart Start CEO Matt Strausz said that there are a number of additional issues that ORBIS addresses.

"We have listened to the industry and are working to solve their concerns with similar products," Strausz said. "Bulky size, high cost, short battery life and using a single device to properly monitor the end-user have all been addressed."

"We are excited to bring this game-changing product to market," he added. "Smart Start has always offered a comprehensive program, not just products. The addition of ORBIS further demonstrates our commitment to doing that."

About Smart Start

Based in the Dallas suburb of Grapevine, Texas, Smart Start is the acknowledged leader in alcohol monitoring nationally and worldwide with our advanced alcohol breath-testing technology. Smart Start's Ignition Interlock is a convenient, discreet solution for DUI clients, while SmartMobile™ and BreathCheck™ portable alcohol monitoring devices provide the greatest benefit at the lowest cost to clients and monitoring authorities. Our SmartWeb™ online platform offers quick reporting and analysis for easy caseload management. Smart Start is Setting the Standard In Alcohol Monitoring Technology® with thousands of service locations across the U.S. and internationally, and a 24/7/365 multilingual Customer Care Center. For more information, visit smartstartinc.com.