



### **Challenge**

Young drivers are getting distracted by their phones while driving.

### **Insight**

Young drivers can't afford cars with all the fancy new gadgets.

### **Idea**

Put everything you need in one display.

**“Of the 1000 young drivers, almost 1 in 4 admitted to scrolling social media while driving and more than half texting or messaging.”**



**“Mobile phone usage is a big in-vehicle distraction...  
...a phone while driving increases the chances of a  
collision by up to four times”.**

THE CONVERSATION

**“60% of teen crashes involve driver distraction.”**



# one.display

When you get your first car, it's never the one you dreamt of:

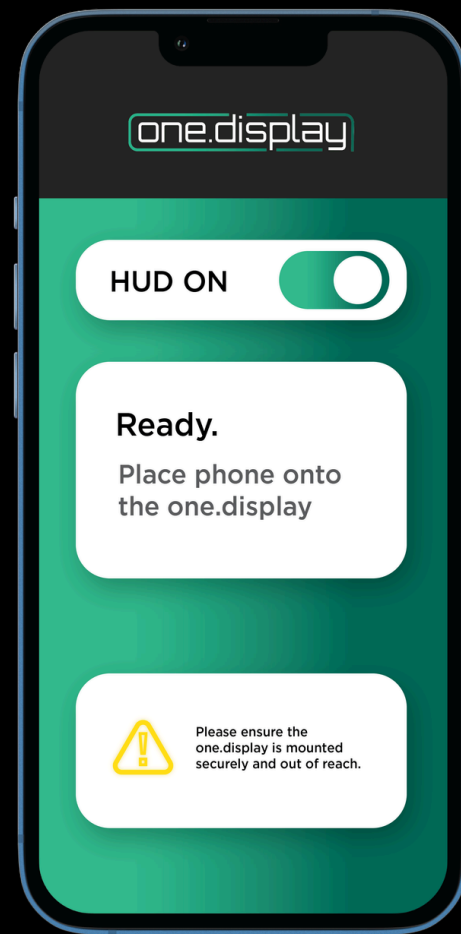
A CD or tape player that never works, wind-up windows, and an ancient interface that has refused to keep up with the times.

The OneDisplay changes all of that.

By adding it to your dashboard, you've suddenly turned your old shitbox into something that feels brand new.

High-level tech at a fraction of the cost.





1

Log into the one.nz app and head over to the new 'one.display' screen. Then, you'll enable HUD mode.

2

Position the one.display just below your line of sight. Connect your phone, by sitting it down on the base of the device

3

Adjust the angle of the screen see the full display. The phone and reflector simply do all the work. Just like that you're just upgraded your ride!



When Teens join a One NZ family plan or activate their first SIM, a free OneDisplay mount is posted straight to their door.

Teenagers get a first upgrade before they even purchase their first car, and parents' concerns about distracted driving are put at ease.