

Why use driving simulation



Time

Simulation studies take **3-9 months** to produce results.

Naturalistic studies take on the order of **1-5 years**.

Cost

Simulation studies are the most cost effective.

Experimental Control

Simulation provides exact control over variables, allowing researchers to study causation rather than correlation.

Safety

Simulators are the perfect tool to expose drivers to realistic situations while ensuring their safety.

Scale

Simulation studies can be conducted on large and small scales at a variety of locations.

Herm Reininga (319) 335-4850 • Omar Ahmad (319) 335-4788



www.nads-sc.uiowa.edu

contacts@nads-sc.uiowa.edu

Why choose THE NATIONAL ADVANCED DRIVING SIMULATOR

- Over 20 twenty years of experience in conducting driving simulation studies.
- NADS provides access to several simulators at different levels of fidelity; allowing you to match the best tool for your research.
- NADS-1 is world's most advanced research driving simulator.
- An established history of working with NHTSA and our strategic plans are aligned for long term viability.
- The U of I has experts in driving simulation (6 centers of research) from a variety of disciplines including Human Factors, Mechanical Engineering, Computer Science, Neurology, Psychology, Ophthalmology, Pharmacy, Public Policy and Injury Prevention.
- The MiniSim™ provides the best value, serves as the mechanism for standardization of driving simulators.
- The MiniSim™ web network provides our collaborative research partners the ability to share scenarios, update software, and form multi-institution initiatives.
- NADS and The University of Iowa have been the nexus of driving simulation technology; most commercial startups have a link to Iowa.
- NADS has a financially viable operation and has the support of the entire University.



- Elite researchers at NADS with multi disciplinary experience ensure credible results and have written numerous reports addressing transportation issues.

