

# Beyond Oil: Making the Road a More Intelligent Place

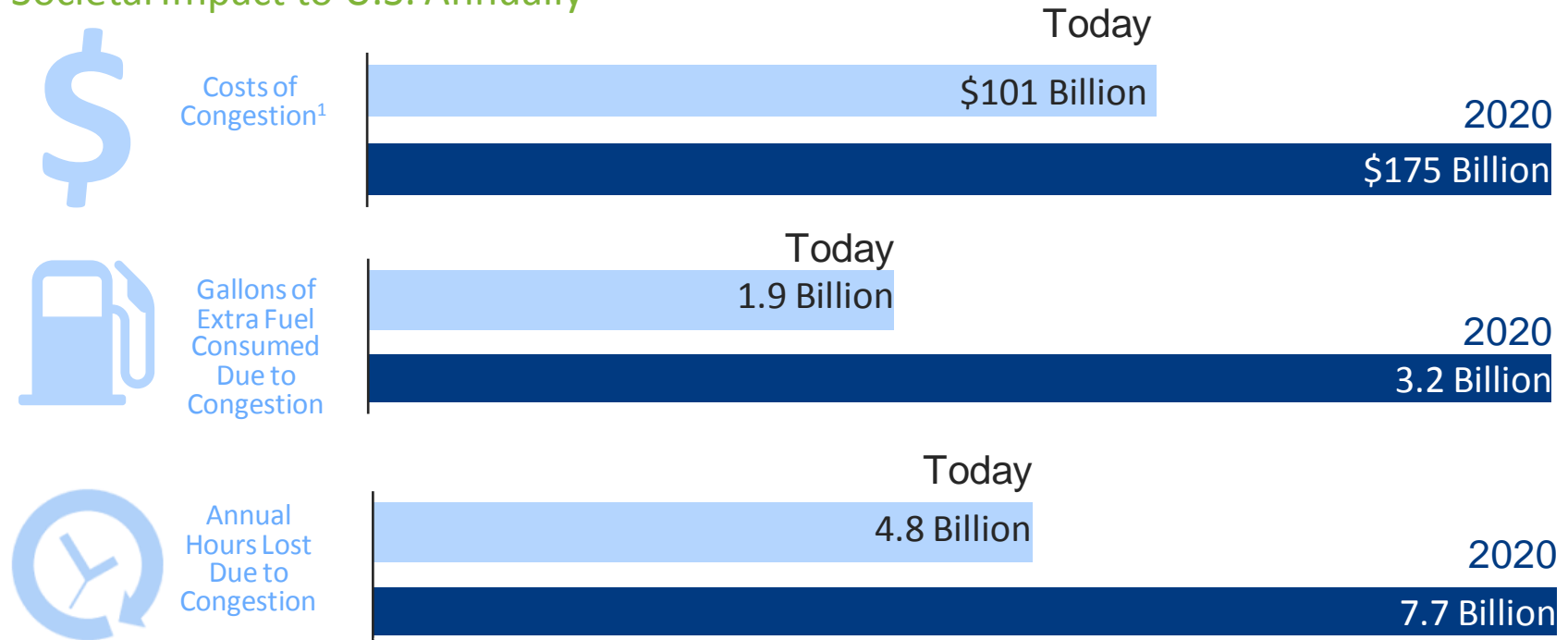
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September 2012



# Traffic Congestion is a Critical and Growing Unmet Issue...

## Societal Impact to U.S. Annually



## Societal Impact Worldwide

- In China, the world's longest period of gridlock was registered at 11 days during 2010
- In England, the cost of congestion through lost time will exceed \$35 billion annually by 2025
- In Sao Paulo, traffic jams regularly exceed 100 miles and the average commute lasts between 2 and 3 hours

Source: Texas Transportation Institute 2011 Urban Mobility Report

<sup>1</sup> Represents the costs of delays and fuel as a result of traffic congestion.

# Two Paths to Solving Traffic Congestion

## Traditional (Government)

Top-down through policies & legislation

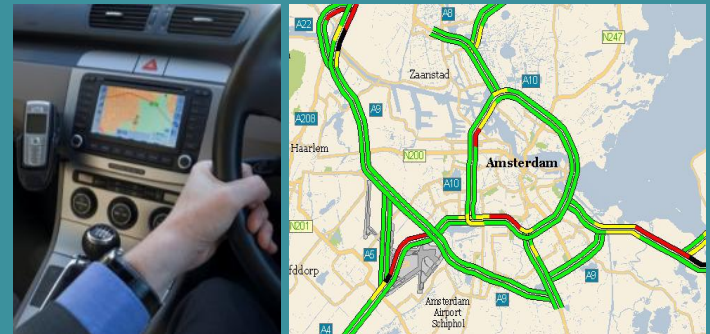


- Build massive new infrastructure
- Investments in buses, subways, trains & other public transport
- Road congestion pricing
- Hybrid and alternative energy engine technologies

→ *Are these technologies and policies enough?*

## New (Empower Individuals)

The “Democratization” of Traffic & Travel Information



- Better traffic information to consumers in a timely manner
- Social traffic networks
- Traffic-influenced routing
- Collaborative & predictive routing

→ *A more effective choice long-term?*

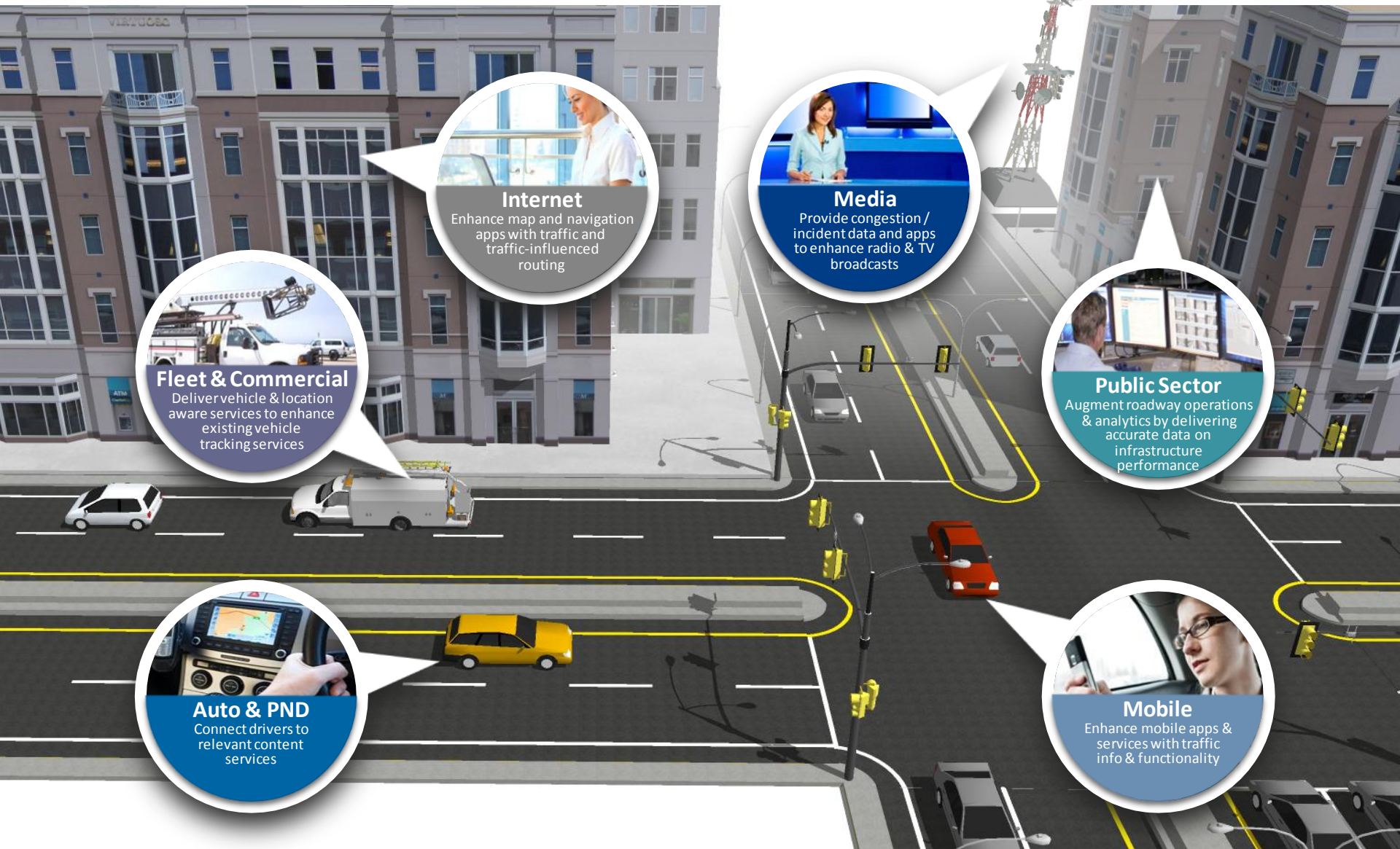
→ *The ideal approach combines government AND individual empowerment*

# The INRIX Crowd-Sourced Traffic Community





# Delivering Solutions Across Various Channels...



## Internet

Enhance map and navigation apps with traffic and traffic-influenced routing

## Media

Provide congestion / incident data and apps to enhance radio & TV broadcasts

## Public Sector

Augment roadway operations & analytics by delivering accurate data on infrastructure performance

## Mobile

Enhance mobile apps & services with traffic info & functionality

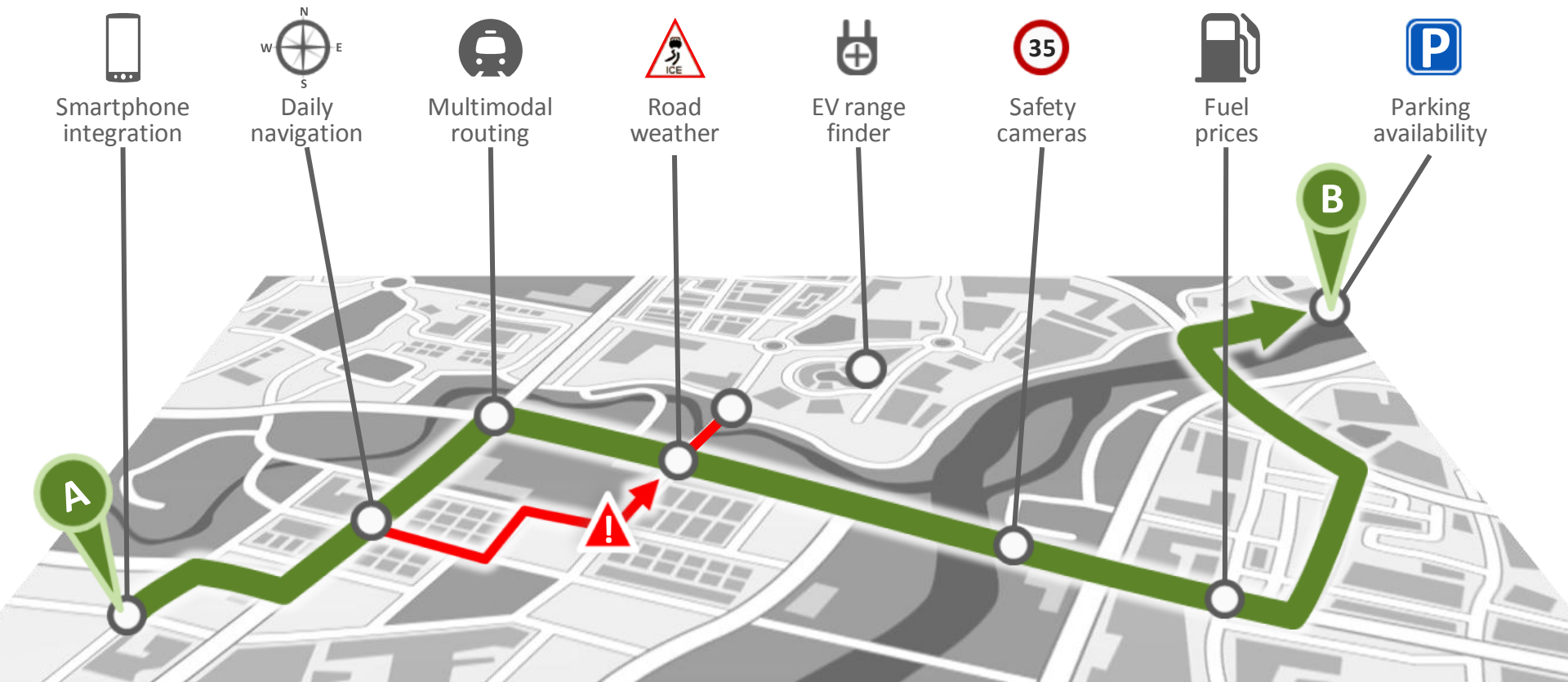
## Auto & PND

Connect drivers to relevant content services

## Fleet & Commercial

Deliver vehicle & location aware services to enhance existing vehicle tracking services

# Our Connected Car Vision



Will icy roads impact my route?

Is there traffic ahead of me?

Where is the cheapest fuel?

Will it be faster to drive to the train?

Is parking available close to my destination?

# The Future of Transportation

Using “Big Data” and technology to actively manage our roadways and transportation infrastructure will drive improved urban mobility

- Integrated corridor management
- Network-wide analysis
- System performance monitoring

- Active/adaptive traffic management
- Dynamic traffic signal timing

- Multi-modal travel
- Smart parking meters and predictive availability

- Variable HOT lanes
- Congestion based tolling

- Multi-mode management
- Car sharing



***Thank You***

**INRIX**