

# Cellint Traffic Solutions

## TrafficSense



### Solution Description

Cellint provides the best road traffic information service worldwide. The traffic data is generated by tracking anonymous mobile phones in vehicles through standard interface at the cellular network switches. The system uses mobile signaling data to locate the cars on the road every few hundreds meters. The data is analyzed to provide immediate incident detection (such as road sensors), as well as travel time and local speed over short segments (e.g. 200 meters in urban areas and 500 meters in other areas) for all the roads within a covered area.

The TrafficSense solution provides many data dissemination options, as well as a new level of exciting end-user applications, turning drivers into avid subscribers. These applications are automatically generated from the flow data, and include:

- Incident text reports – including location of the event, delay time, length of queue, etc. This is used for SMS services, web services, and dynamic message signs.
- Incident voice reports – for IVR services, mobile applications, etc.
- Traffic Maps – for MMS services, dynamic mobile applications, control centers, road management, etc.
- Mobile applications for drivers – which includes the best combination of all the data outputs, relative to the location of the driver.

### Features & Benefits

- Country-wide traffic information for a fraction of the cost of road sensors, which are the industry standard.
- Data quality equivalent to high resolution sensors deployment (every 500 meters): Immediate incident detection, most up-to date and accurate travel time, etc.
- Deployment in weeks, instead of years.
- Deployment only in a few points at the cellular network. No need to deploy the roads, while risking the drivers and creating traffic problems.
- Road planning solutions based on TrafficSense include: traffic light delays, traffic light tuning, junctions' turning percentage, volume counting, origin destination matrix, etc.

### Value Proposition

Using the TrafficSense solution, DOTs can monitor and manage their entire roadways, for the same budget of corridor deployment with road sensors. With the solution, mobile operators can provide their customers the best possible traffic information service, while generating high revenues and maintaining customers' loyalty.

### Company Description

Cellint is an Israeli company, with successful references in the US, Europe and Asia Pacific. Backed by Andrew Viterbi, co-founder of QUALCOMM, Cellint has developed the only area wide traffic information solution, world wide, which was validated by Departments of Transportation to match road sensors data quality.

#### IBM Segment

- Information Management

#### Business Function

- Data Management

#### Target Industry

- Communication Service Providers
- Government

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