

Navigation and Traffic Conditions

Scott I. Perley

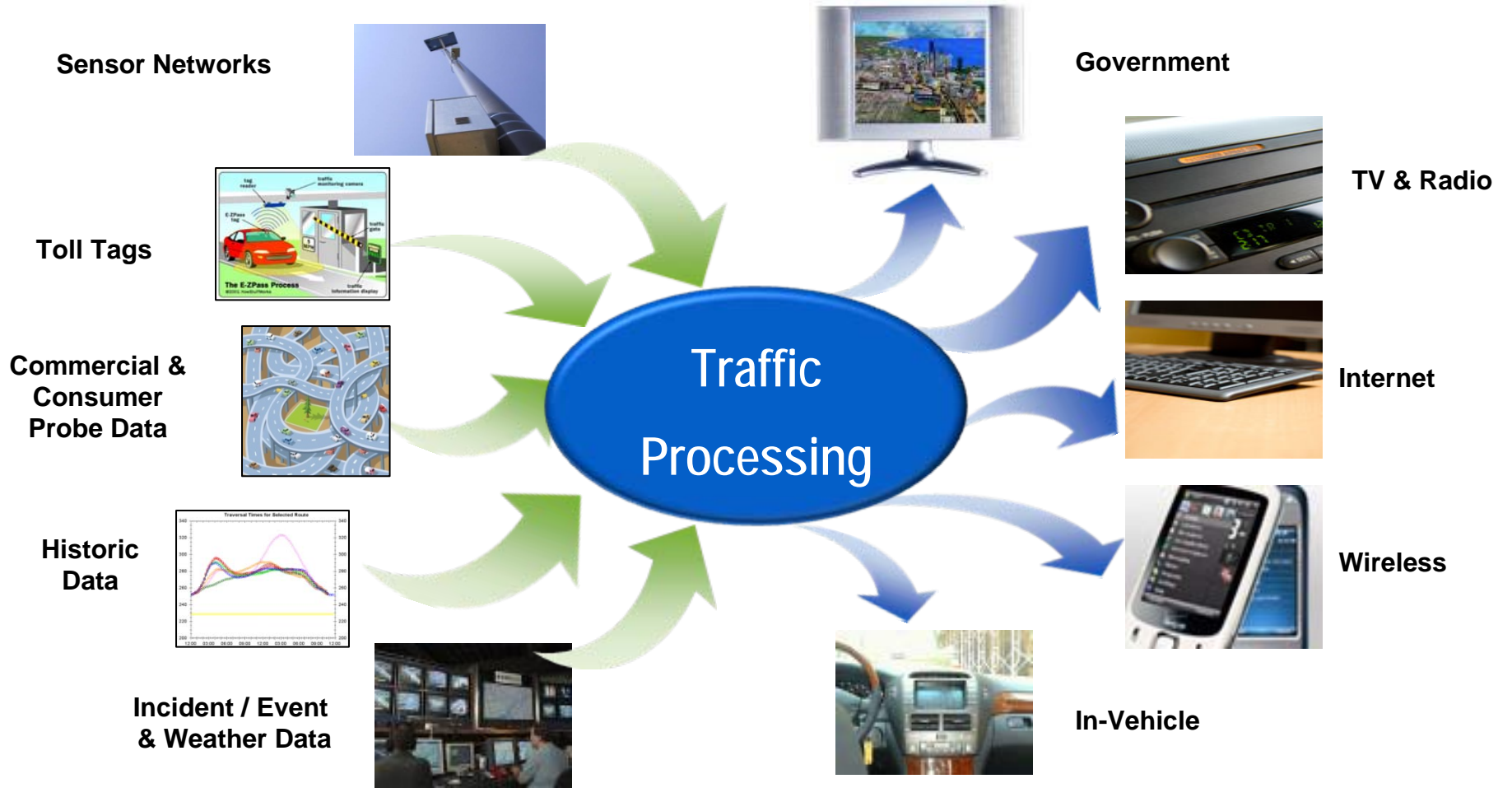
NAVTEQ

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Traffic and Distribution Lifecycle



Where the traveler info market is going

■ Evolution of Dissemination

- Broadcast media
- Pre-trip
- 511
- Mobile and Navigation (Smart phones, In-Vehicle Navigation Systems, Personal Navigation Devices)

■ Evolution of Customer Expectations

- Top stories
- Major metros
- Incidents
- Travel times
- Consistency
- Personalization

Where customers are taking the market

- **Anywhere, all the time**
 - Continuous data (24/7)
 - Complete coverage
- **High precision**
 - Accurate data
 - Detailed information
- **Data to support functionality**
 - Routing with traffic
 - Estimated Arrival
 - Predictive

What the public sector can do

- Provide external data feeds to commercial firms
 - Data types
 - Sensor, toll tag, incident, construction, maintenance, weather, border crossing
 - Feed format
 - Unique fields, standardized text and values
- Monitor
 - Data quality
 - Data availability
- Maintain
 - Field devices
 - Supporting technologies
 - e.g. servers to support external data feeds




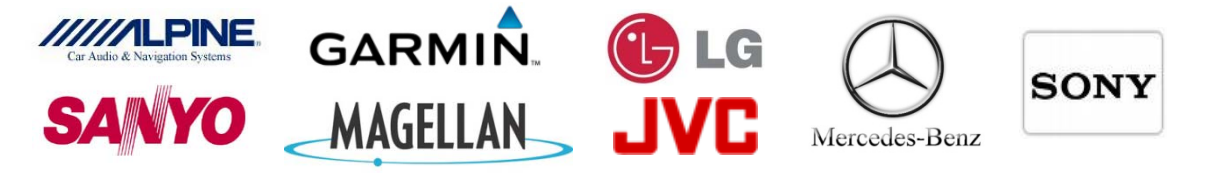





What private sector can do to help public sector

- Combine data with surrounding geographies
- Provide feedback to public agencies
 - Data quality
 - Analysis, quality tests
 - Verification via ground truth analysis
 - Data configurations monitoring and verification
 - Location, lanes, distances, geometry
 - Feed status
 - Notification for outages, patterns

How NAVTEQ provides data services

- Gathers information from many sources
 - External
 - Internal
- Verifies data quality
- Combines and normalizes the data
- Map matches data to navigable network
- Creates seamless data feeds
- Provides nationwide data to consumers and national commercial clients (Web, Mobile, Navigation)

NAVTEQ Traffic™

Product	Announced Partners
 <p>(Satellite)</p>	
 <p>(RDS)</p>	
 <p>(ML)</p>	
 <p>(HD)</p>	<p>Launched in April 2009</p>
 <p>(Patterns)</p>	

NAVTEQ Traffic™

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