



„Probing traffic in real-time“

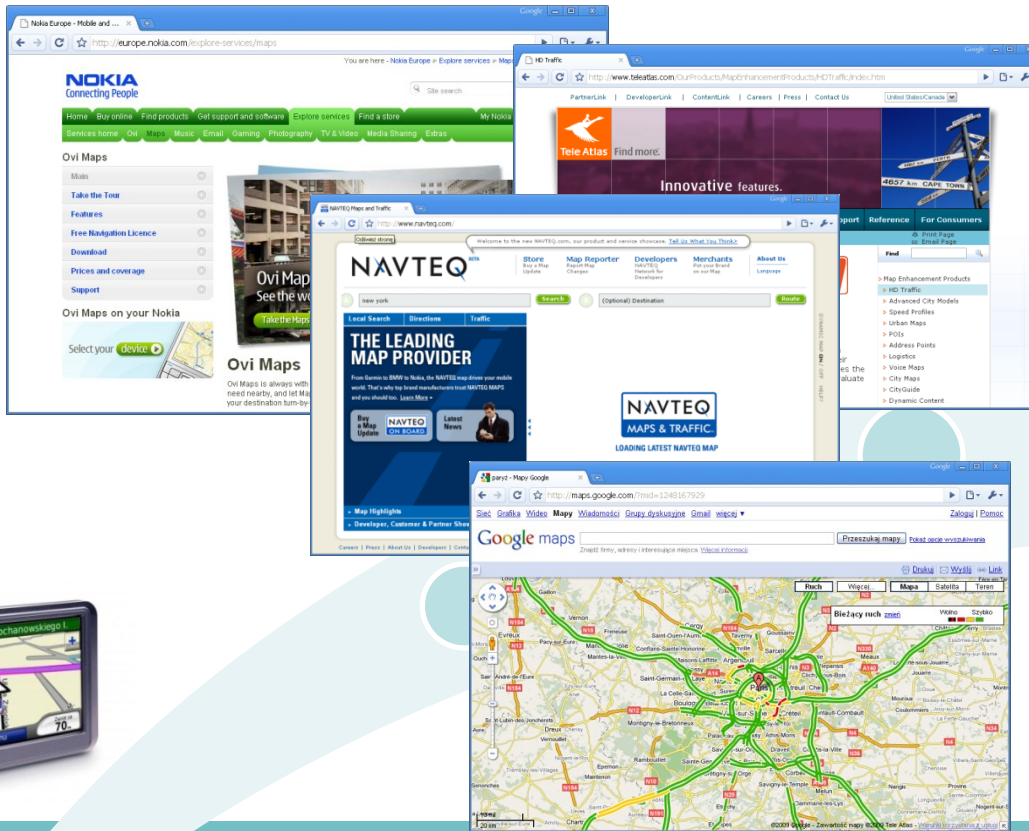
Jiří Novobilský, Tomasz Przeździek



CE-Traffic, a.s.

Sokolovská 192/79
186 00 Praha 8, Czech Republic

Trend: Navigation market



MOBILITY &
REAL-TIME
SERVICES



TRADITIONAL
PRODUCT & MAP
CONTENT

Navigation market moves
from products to services

IDEA

- **Floating Car Data (FCD)** – technology revolutionizing road traffic data collection



Using information about movements of **cell phones in a mobile operator network**

Anonymous **GPS positions** of cars using connected GPS units



- Residual statistical data about „floating probe behavior“ converted into valuable **information about traffic flows**

CEE positioning

- Regional company:
 - shareholders from PL, CZ, SK
 - operations in PL, CZ, SK
- **Mission: Be the leading regional traffic content provider for Central Eastern Europe.**
- Detailed traffic service already running in:
 - Poland (since March 2010)
 - Czech Republic (since May 2010)
 - Austria (via partner since 2009)
 - Slovakia (since September 2010)



CompactTraffic

Accurate traffic information in high spatial and temporal resolution:

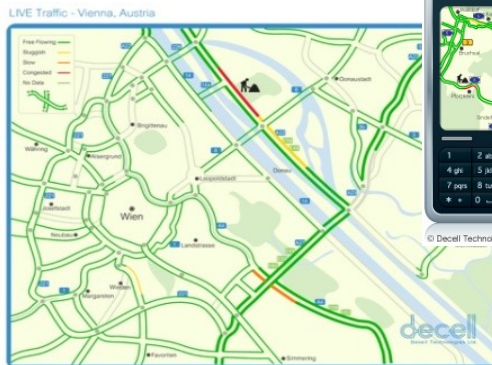
- Congestion detection
- Average Speed
- Travel Time
- Delay estimation
- Traffic load

For all who need it:

- Personal navigation
- Traffic management
- Traffic info over mobile
- Internet portals
- Media
- Business



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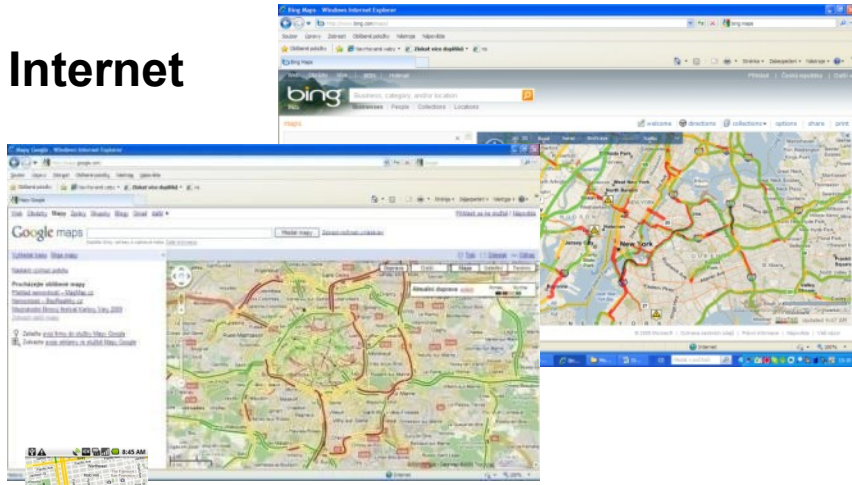


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*Illustration

Markets for CompactTraffic

Internet



Traffic information services over mobile phones



Navigation

Traffic management

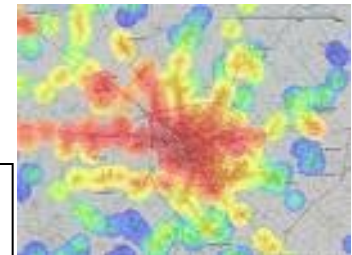


© Decell Technologies *Illustration



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Advanced FMS: fleet operations optimised for current and predicted traffic

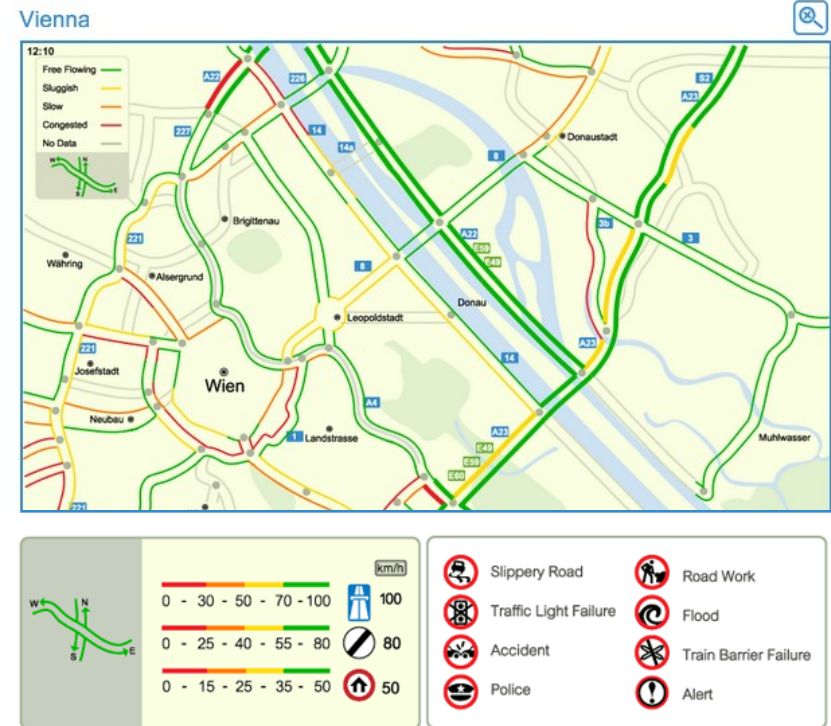


Consultancy services

Content

Accurate description of traffic conditions:

- **current status** – real-time traffic information about average speed, travel time, delay etc.
- **normal status** – expected status at certain time of the day and week
- **free flow status** – speed and travel time calculated for optimal driving conditions
- **text descriptions** – preprocessed, automatic text descriptions of the traffic events e.g.:
„Road nr 8, Wrocław – Warszawa. Heavy traffic from Mszczonów to Radziejowice (mazowieckie voivodeship). Average Speed 5 km/h.“



Decell Road Updates - Mapy Google - Windows Internet Explorer

http://maps.google.com/

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

Oblíbené položky Internet Archive Free Movie... Mapy Google CZ Decell Road Updates Navrhované weby Ziskat více doplnků

Decell Road Updates Decell Road Updates - Ma... X

Web Obrázky Vídeja Mapy Zprávy Překladač Gmail další

Novinka! Nápověda Přihlásit se

Google maps 3W6TPH7OEQA&Signature=wm5l0btdNygmpTnNoGyFzJ7Ku8o%3D Hledat Zobrazit možnosti vyhledávání

Vyhledat trasu Moja mapa Uložit do složky Moja mapa

Zobrazuje se obsah od tmpdistributionplatform.s3.amazonaws.com

Obsah zobrazený níže jako překryvná vrstva této mapy je poskytován třetí stranou a společnost Google za něj nenese žádnou odpovědnost. Informace, které zadáte níže, mohou být zpřístupněny třetí straně.

Decell Road Updates
Get updated road traffic reports from Decell.

- [Znamčné spowolnienie ruchu](#)
Warszawa, Most Śląsko-Dąbrowski. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Al. Solidarności. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Świętokrzyska. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Kasprzaka. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Al. Jerozolimskie. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Wawelska. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Wawelska. Znamčné spowolnienie
- [Znamčné spowolnienie ruchu](#)
Warszawa, Grojecka. Znamčné spowolnienie ruchu

Korek
Warszawa, Patriotów zach. Korek na odcinku Lucynea - Zwolierańska. Średnia prędkość 8 km/h.

Hotovo

Simple live **GeoRSS** service
Here: Warsaw & Praha

Floating Car Data systems are running in:

- Austria
- Czech Republic
- Slovakia
- Poland

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Decell Road Updates
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- [kolony](#)
Cesta č. D5, kolony na úseku Odpočívka
- [výrazné zpomalení provozu](#)
Cesta č. I/1, výrazné zpomalení provozu na úseku
- [kolony](#)
Cesta č. I/1, kolony na úseku Řepy - Řeporyje.
- [výrazné zpomalení provozu](#)
Cesta č. I/1, výrazné zpomalení provozu na úseku
- [výrazné zpomalení provozu](#)
Cesta č. I/1, výrazné zpomalení provozu na úseku
- [mimé zpomalení provozu](#)
Cesta č. D1, mimé zpomalení provozu na úseku
- [kolony](#)
Cesta č. D1, kolony na úseku Vyškov - Odpočívka

Hotovo

výrazné zpomalení provozu
Cesta č. I/1, výrazné zpomalení provozu na úseku Prahá-Počernice - Běchovice. Průměrná rychlost 26 km/h.
1z 2výsledků v blízkosti [Další](#)

Hotovo



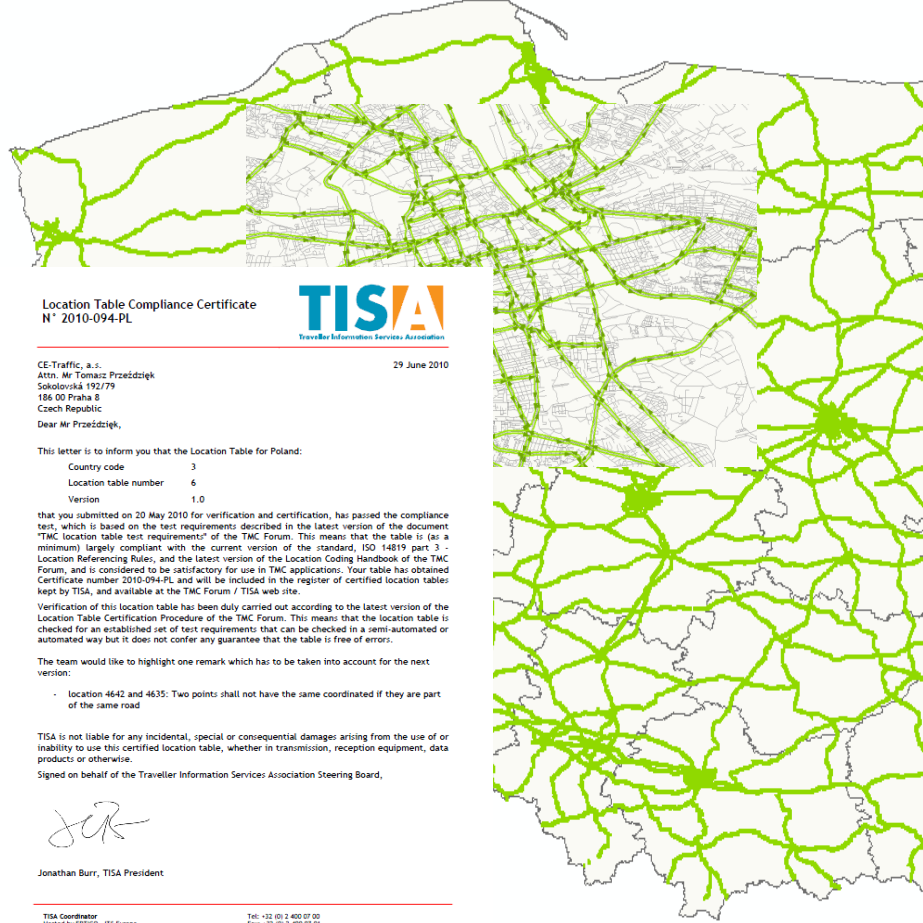
TMC Location Table for Poland

Statistics:

- more than **25.000 km**
- all highways and all national roads
- the most important secondary roads
- major streets in top 15 cities

Capturing:

- „local knowledge”
- following the traffic
- **yearly updates** – substantial changes in the backbone network



Location Table Compliance Certificate
N° 2010-094-PL

TISA
Traveller Information Services Association

CE-Traffic, a.s.
Attn: Mr Tomasz Przędzięk
Sokolovská 192/79
186 00 Praha 8
Czech Republic
29 June 2010
Dear Mr Przędzięk,

This letter is to inform you that the Location Table for Poland:

Country code	3
Location table number	6
Version	1.0

that you submitted on 20 May 2010 for verification and certification, has passed the compliance test, which is based on the text requirements described in the latest version of the document "TMC location table text requirements" of the TMC Forum. This means that the table is (as a minimum) largely compliant with the current version of the standard, ISO 14819 part 3 - Location Referencing Rules, and the latest version of the Location Coding Handbook of the TMC Forum, and is considered to be satisfactory for use in TMC applications. Your table has obtained Certificate number 2010-094-PL and will be included in the register of certified location tables kept by TISA, and available at the TMC Forum / TISA web site.


Verification of this location table has been duly carried out according to the latest version of the Location Table Certification Procedure of the TMC Forum. This means that the location table is checked for an established set of text requirements that can be checked in a semi-automated or automated way but it does not confer any guarantee that the table is free of errors.

The team would like to highlight one remark which has to be taken into account for the next version:

- location 4642 and 4635: Two points shall not have the same coordinated if they are part of the same road

TISA is not liable for any incidental, special or consequential damages arising from the use of or inability to use this certified location table, whether in transmission, reception equipment, data products or otherwise.

Signed on behalf of the Traveller Information Services Association Steering Board,



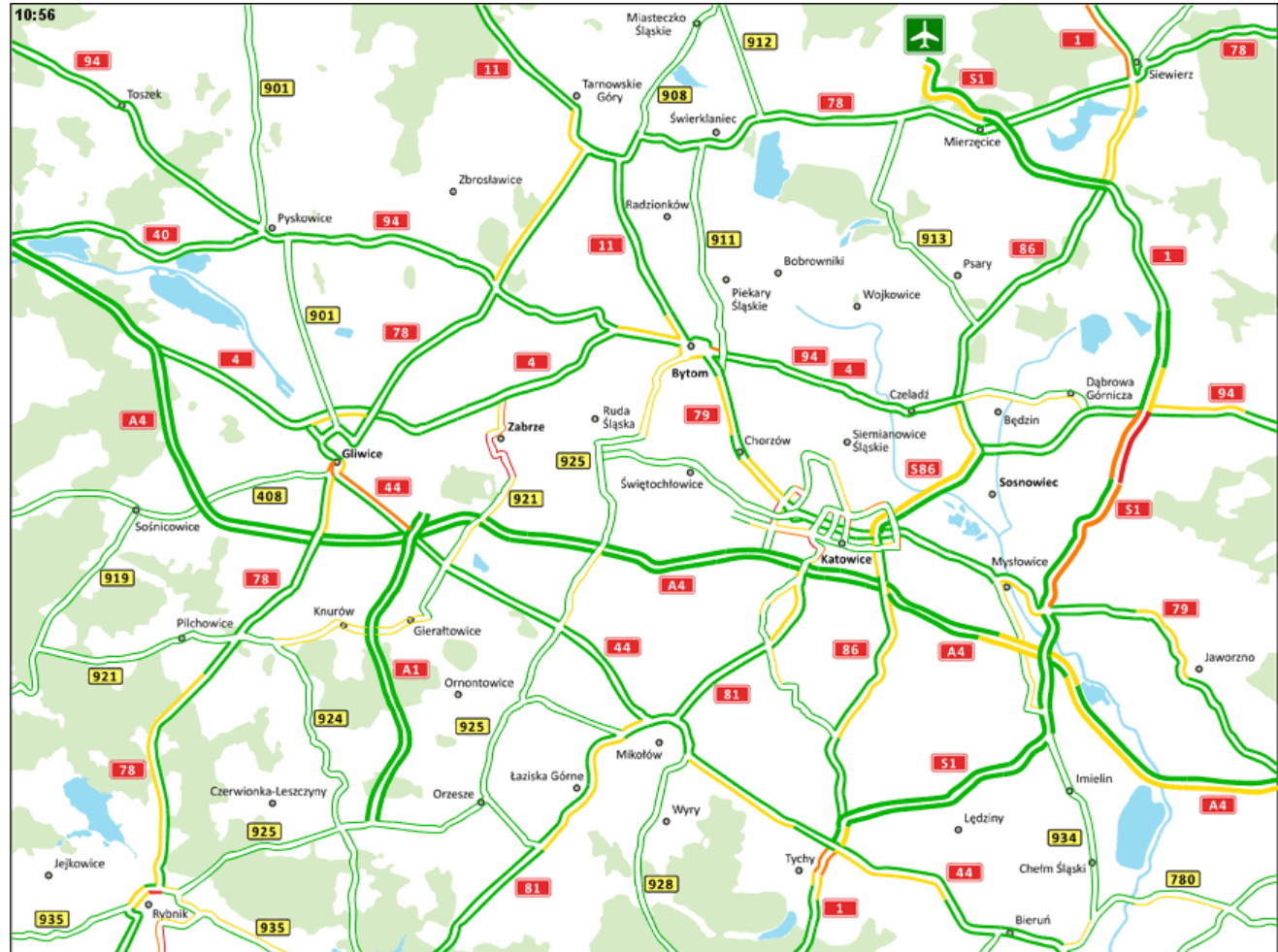
Jonathan Burr, TISA President

TISA Coordinator
Hosted by ERTRAC - ITS Europe
Demerlei Laan 20A
B-1020 Brussels Belgium

Tel: +32 (0) 2 400 07 00
Fax: +32 (0) 2 400 07 01
Email: info@tisa.eu
TISA - The new home of the activities from the TMC Forum,
TMC Forum and mobile.info

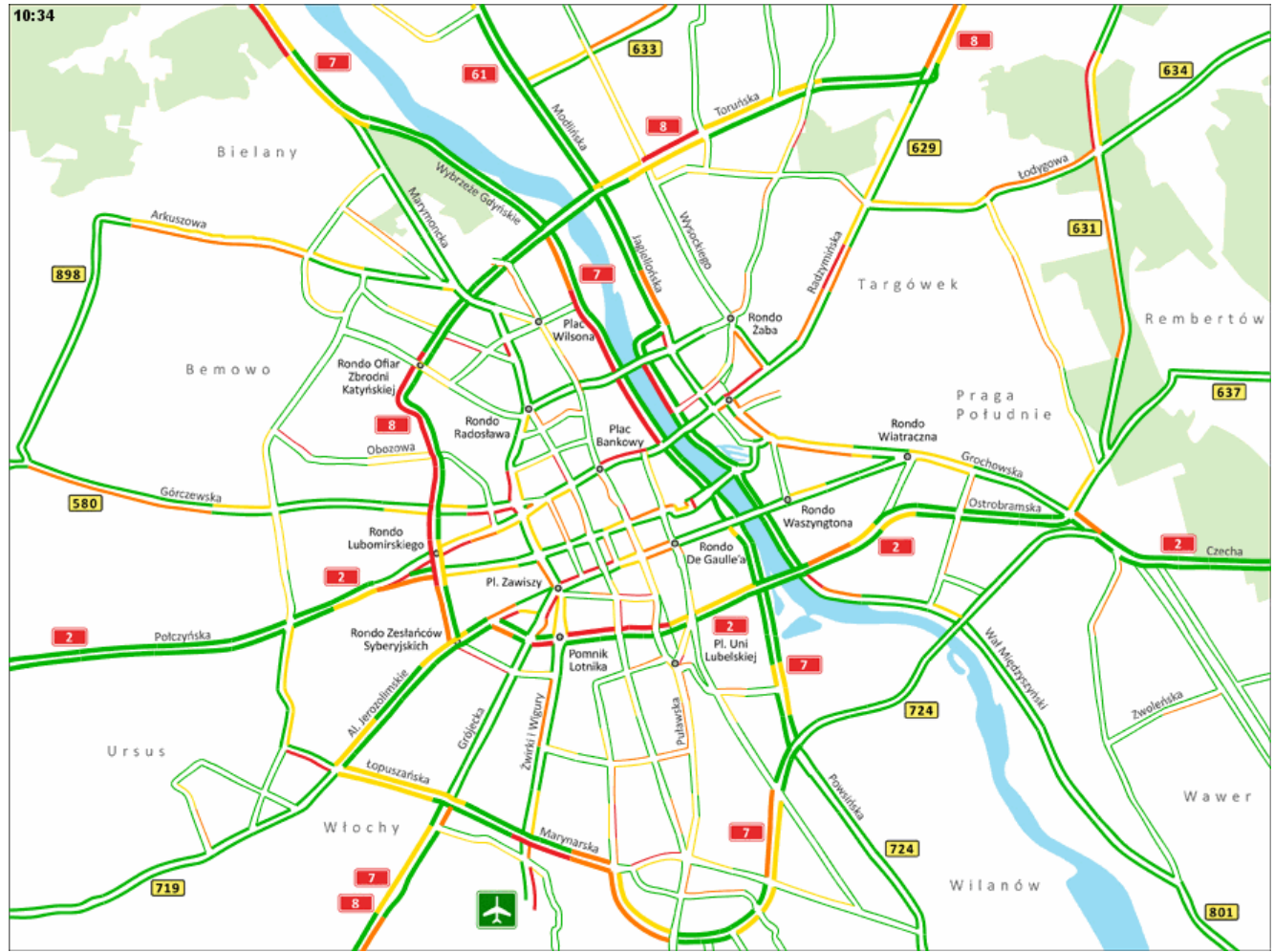
Traffic map for your city, region, country...

- Katowice region



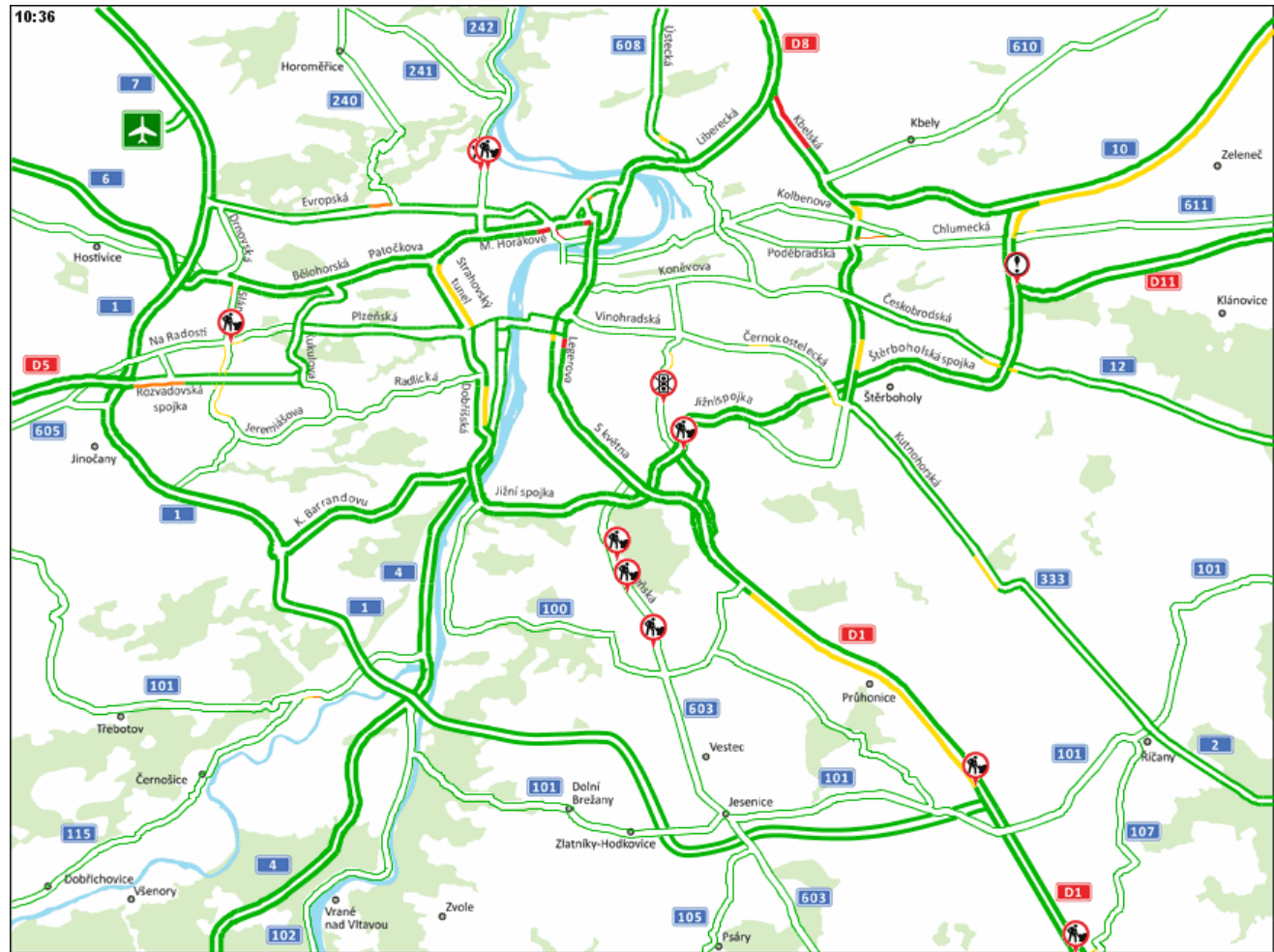
Traffic map for your city, region, country...

- Warsaw



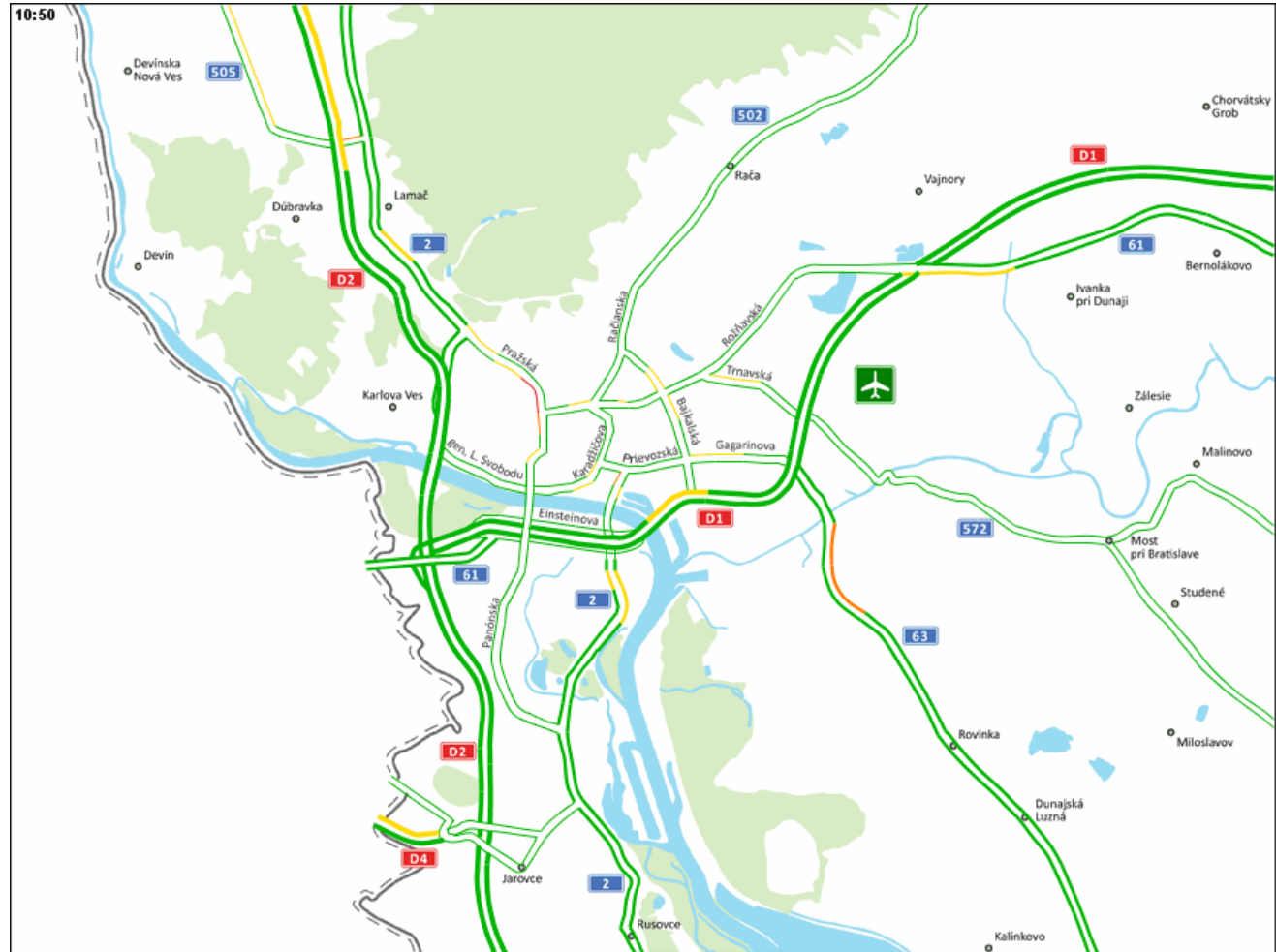
Traffic map for your city, region, country...

- Praha



Traffic map for your city, region, country...

- Bratislava



Summary

☑ CEE coverage

- Poland, Czech Republic , Slovakia, Austria (via technology partner)

☑ High quality service

- Proven technology
- More than 100k GPS equipped vehicles in the region
- Millions of SIM cards

☑ Ready to upgrade by cellular data

- Increased system response time (up to 3-5 minutes)
- Improve system coverage

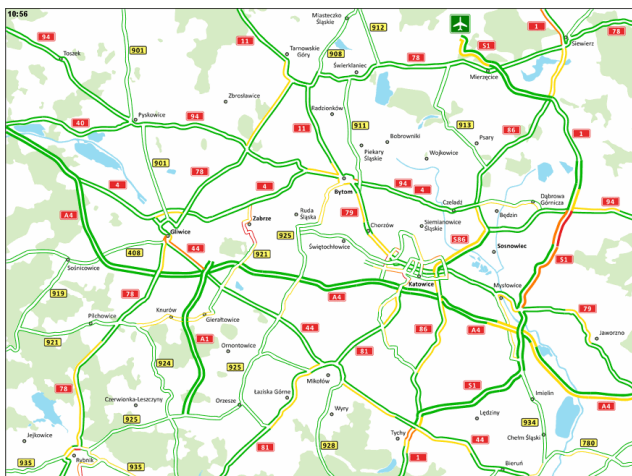
☑ TMC location table for Poland

- Certified by TISA

☑ Ready to feed telematic applications



**THANK YOU
FOR YOUR ATTENTION!**



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www.ce-traffic.com