

NATMEC 2016
 Miami, FL
 2 May 2016





FACTS

- 4,500 employees in 35 countries
- Over 75 million PND sold since 2004
- Launched real-time maps
- 14 trillion GPS measurements
- TomTom Traffic: 450 million sources

TOMTOM PARTNERS

Automotive



Business



Government

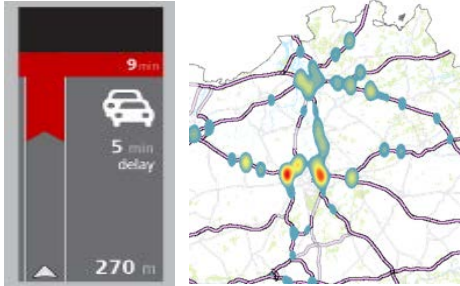




OUR MANIFESTO

Reduce traffic congestion for all

Traffic Information



Jam ahead warnings



Automatic road closure detection



Dynamic Speed Limits



Road Condition Monitoring



Traffic Flow and jam prediction



Turn Dependent Jams

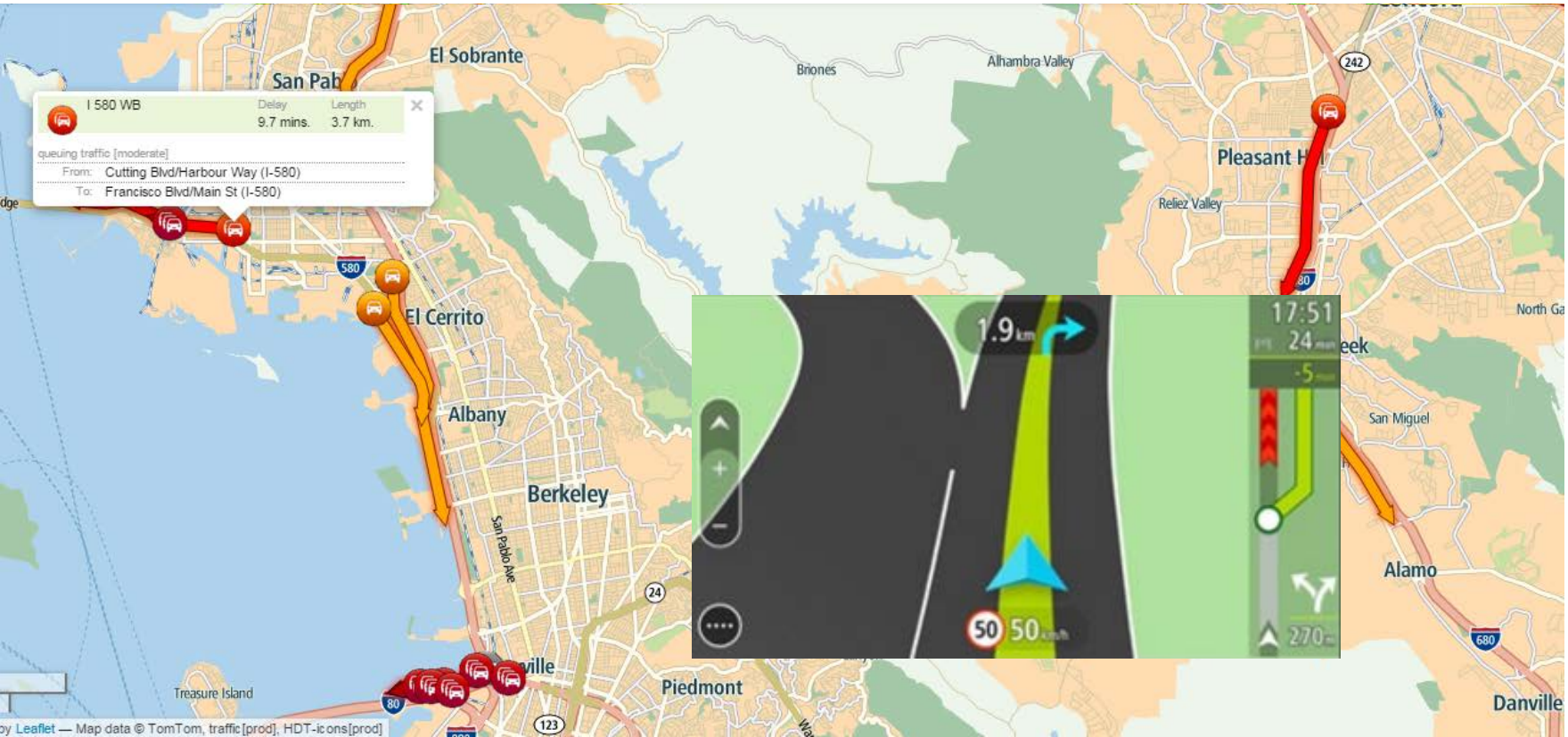
REALITY: NATURAL CAUSES & AGING INFRASTRUCTURE



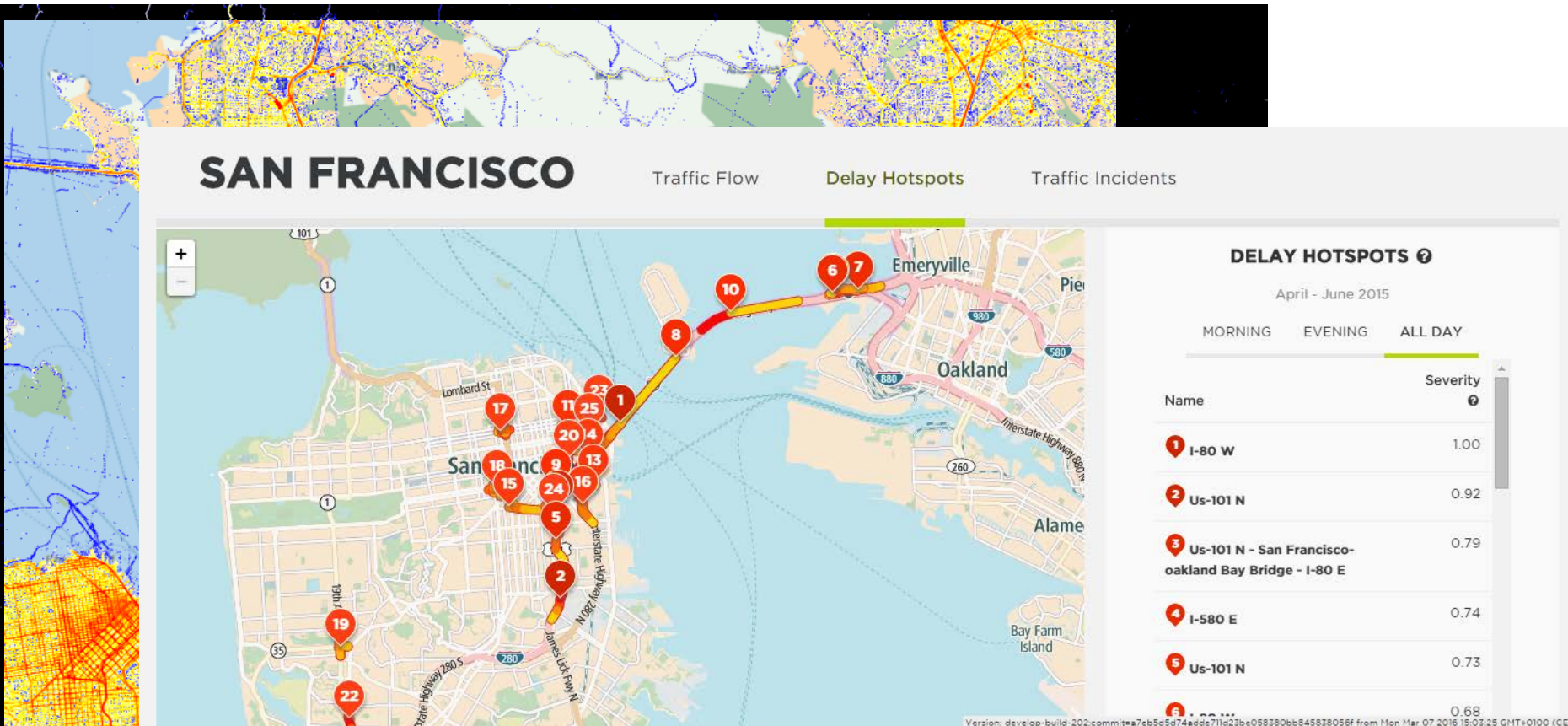
I-10 Bridge collapse
July 19, 2015 4:43 p.m.



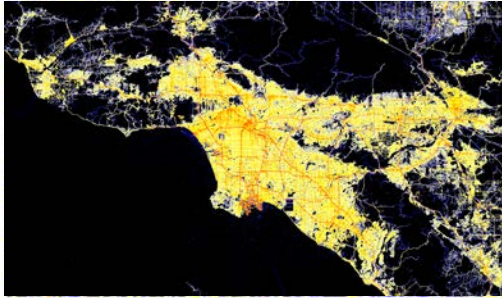
ADAPT: SMART ROUTING & SYSTEM OPTIMIZATION



PLAN: TURN BIG DATA INTO INFORMATION



INFLUENCE: COOPERATIVE TRAFFIC MANAGEMENT

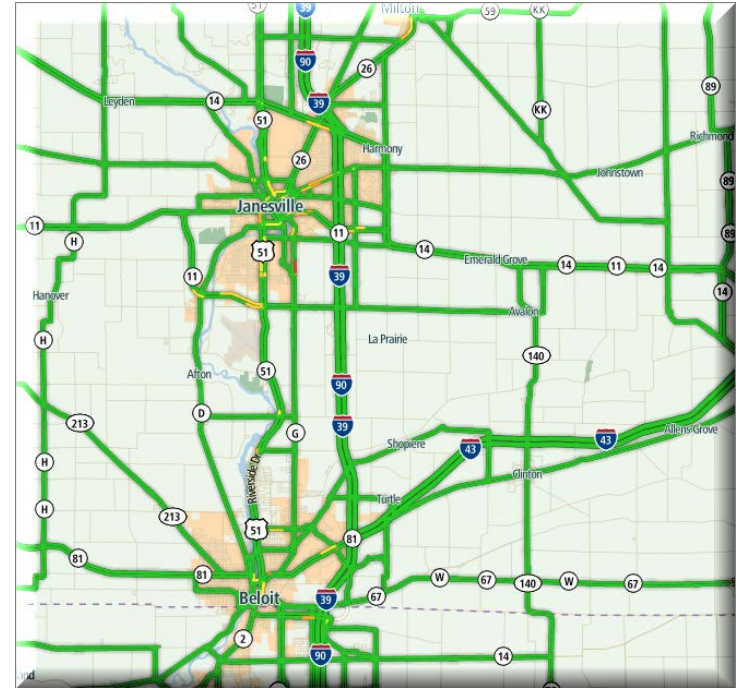




TRAFFIC MANAGEMENT USE CASE

Requirements: Wisconsin was preparing for construction of I-39 /I-90 and desired visibility into traffic conditions on roadways that are expected to take on more traffic during construction. WisDOT needed to acquire speed data used by the Statewide Traffic Operation Center to provide travel time information to the public via dynamic message signs and the WisDOT 511 website.

Solution: WisDOT chose to use traffic flow data to determine average speeds & travel times. This will lead to reduced congestion on the arterial network during highway construction.



THANK YOU!

