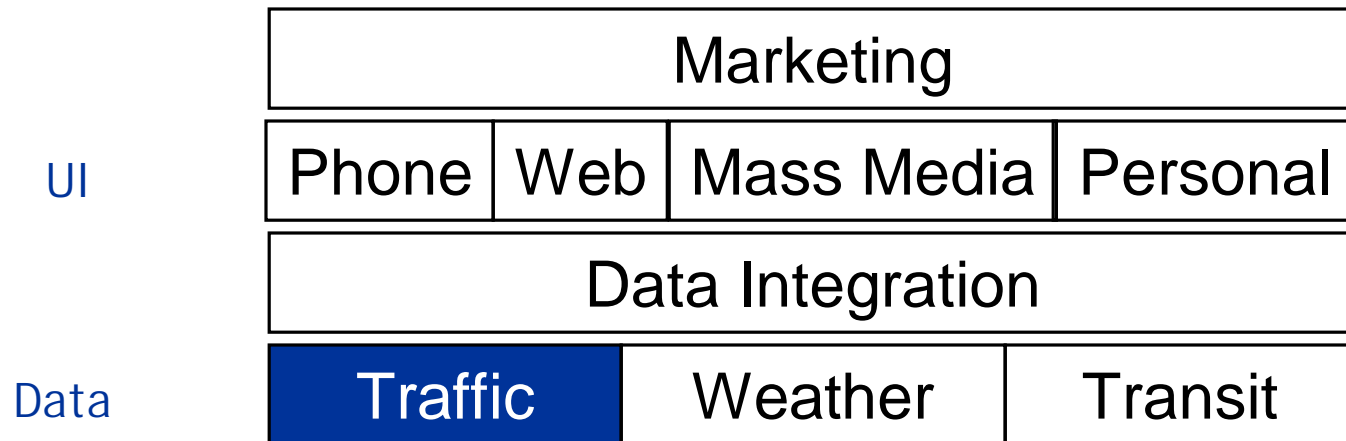




Accurate traffic speed data in real time

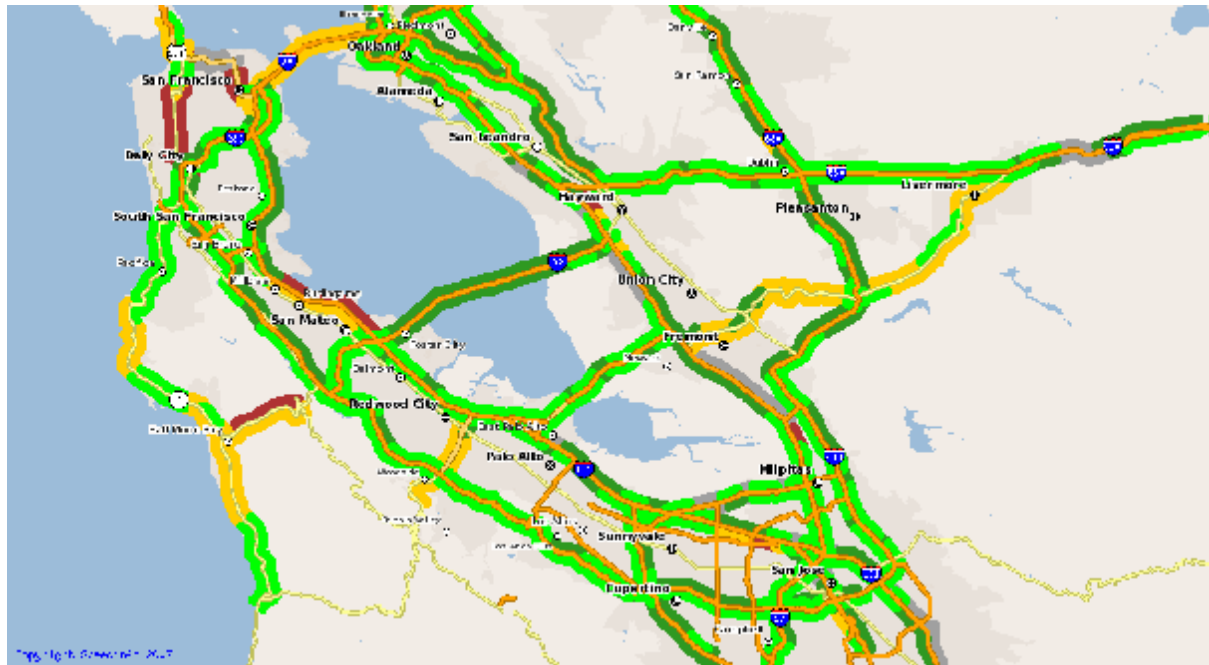
March 4, 2008



Concept of Operations

- Highway Operations:
 - Count, not speed
 - Accuracy over low latency
 - Them that has the gold...
- Traveler Information:
 - Speed, not count
 - Accuracy requires low latency
 - Get someone else to pay for it
- Strategy: Hybrid data models
 - Count where you need it, speed where you don't
 - Leverage existing infrastructure
 - Private sector focus on cost reduction
 - New business models

SpeedInfo provides accurate real-time traffic speed data



Install low cost sensors in the gaps
Integrate with publicly available data
Manage and maintain the network



- **Sensor**
 - Solar powered
 - Wireless communications
 - Fast installation on existing poles
 - Lightweight, reliable, and accurate
 - Costs less than 10% of alternatives
 - Nearly 700 installed to date
- **Server Farm**
 - Manages sensor network
 - Validates and formats data
 - Integrates public data sources
- **Data Client**
 - Streams real-time XML feed to customers

- Most customers buy a data license
- SpeedInfo:
 - Installs equipment
 - Maintains & operates network, including
 - Communications
 - Repairs
 - Vandalism and accidents
 - Facilitates data integration with other systems
- Government Agency:
 - Obtains permits & right-of-way access
 - Chooses locations
 - Asks for equipment to be moved when necessary

- What's working:
 - Shift from equipment sales to service provider
 - *Warranties replaced by service guarantees*
 - Outsourced operations and maintenance
 - Vendors responsible for data integration
- What's not working (yet):
 - Private label 511 (Dallas)
 - Consumer subscription services
 - Broad-based cost sharing models



THANK YOU

Doug Finlay
408-856-6282
dfinlay@speedinfo.com

March 4, 2008

- Launched SpeedInfo 2003
- First Deployment 2005
- 3 out of top 5 US Metro Areas

<u>Deployed</u>	<u>Contract</u>	<u>Trial</u>
San Francisco Oakland San Jose Los Angeles Washington DC Raleigh-Durham Lincoln Omaha Seattle	Maryland Northern VA	New York Tampa Dayton Sacramento Denver

- **Highway loops**
 - 1200 sensors
 - 15 years to deploy
 - \$120m investment
 - Half are out of service
 - 35% coverage

- **Toll Tags**
 - 600,000 toll tags
 - 5 years to deploy
 - \$18m investment
 - 15% coverage

- **SpeedInfo Sensors**
 - 320 bi-directional sensor
 - 45 days to deploy
 - \$35K / mo
 - 50% coverage

SF Bay Area Experience

