



“Real-time, two-way connected versions of navigation devices— PND’s, automotive OEM, and aftermarket—will reach nearly 100 million units by the end of 2012 along with 70 million handset-based navigation users.”

ABI Research 11/2007

INRIX® Connected Services provide a one stop shop for easy access to traffic, map, routing and other location-based services content

Overview

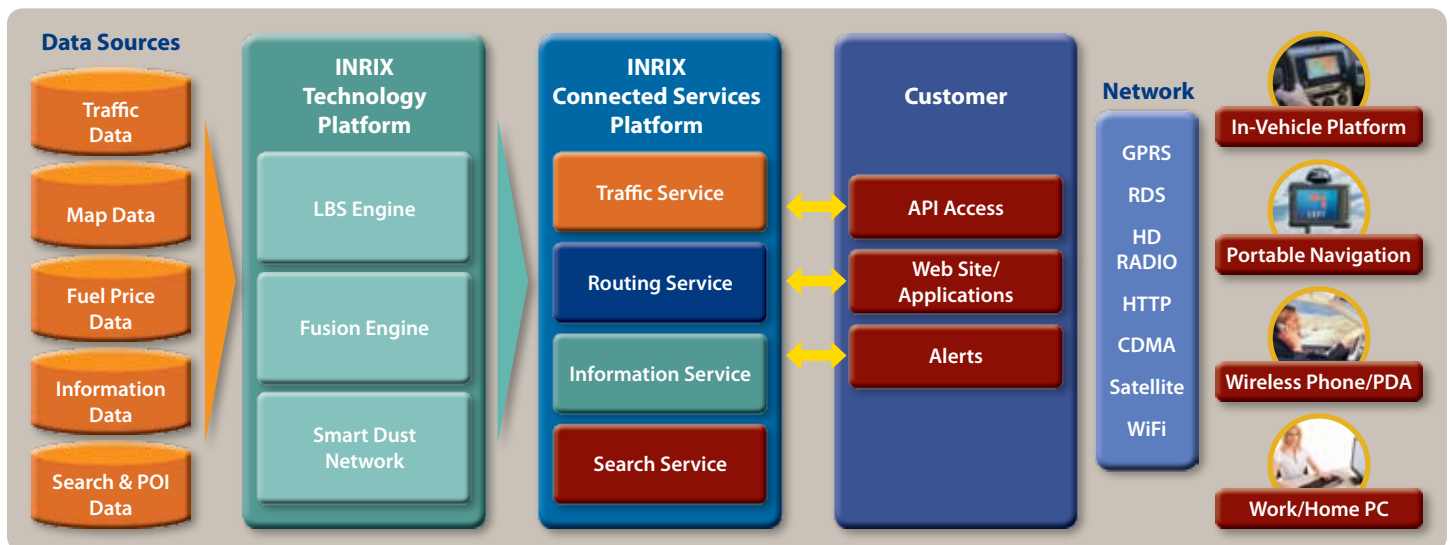
Rising consumer awareness, declining unit prices and rapid technological advances are driving exponential growth of navigation devices, telematics services and other in-car applications. To differentiate your solution, increase your average selling price, and to get to market quickly, companies need to offer innovative and personally relevant location-based services. INRIX Connected Services makes it all possible with private label, go-to-market solutions for in-vehicle, personal navigation device, wireless phone and other connected devices.

The INRIX Connected Services platform encompasses the world’s first time-intelligent routing engine, dynamic traffic data covering 800,000 miles of roadways, additional location-relevant content, and a developer zone designed to greatly simplify creation of location-based service applications.

World’s First ‘Third Generation’ Routing Service

INRIX is introducing the world’s first time-intelligent routing service which goes beyond current state-of-the-market “traffic avoidance” routing algorithms to incorporate real-time, predictive and historical traffic information providing consumers with accurate fastest-route calculations. Leveraging the temporal nature of traffic information on road segments along potential routes, INRIX routing algorithms can intelligently evaluate multiple routes and apply the most relevant fusion of traffic information available across each segment of roadway along the entire route. This groundbreaking service looks into the future to determine how traffic is expected to change along the course of travel – a breakthrough in providing better routes and more accurate travel times to consumers.

Connected Services Overview



Total Fusion

INRIX Total Fusion is the first traffic data service that intelligently combines real-time, predictive and historical traffic information for over 800,000 miles of roadways across the U.S.. INRIX Total Fusion is the ideal solution for a rich connected navigation experience, providing speed information for busy city streets and congested arterials in addition to major freeways and the entire U.S. interstate highway system.

Connected Services Content

The INRIX Connected Services platform seamlessly integrates Total Fusion traffic data and time-intelligent, traffic-influenced routing with other dynamic and location-relevant content aggregated by INRIX including map data, fuel prices, weather, movie times, local search and more. INRIX has partnered with best-of-breed companies—including Tele Atlas, deCarta, Clear Channel, OPIS and others—to aggregate the highest quality content and geospatial services available.

Traffic

A broad range of traffic content available to meet every need:

- **Total Fusion**—Delivers the first traffic data service that intelligently combines real-time, predictive and historical traffic information for over 800,000 miles of roadways across the U.S.
- **Real-Time Flow**—Provides high quality, real-time reporting of traffic flow information, including proprietary error detection and correction of flow sensor data
- **Predictive Flow**—Anticipates traffic conditions on specific roadways for the next few minutes, hours, days, months or even a year ahead of time
- **Real-Time Incidents**—Live reporting of traffic accidents, construction, road closures, and other events impacting traffic
- **Nationwide Traffic Alerts**—Reports of slower than expected flow on major roadways across the country
- **Historical Flow**—Predictions of average speeds by road segment by hour of day and day of week. New reference speeds provide static, free-flow speed by road segment to replace inaccurate 'speed limit' references

Routing

Sophisticated time-intelligent, traffic-influenced routing using INRIX's third generation routing solution:

- **Driving Directions**—Specific maneuvers between any two points with estimated travel times and mileage for each maneuver
- **Turn by Turn Navigation**—Full directions between any two points with estimated travel times and mileage

Information

- **Fuel Prices**—Provides enhanced point of interest (POI) data for 140,000 gas stations and dynamic fuel price data by grade for 100,000 stations in the U.S.
- **Weather Forecasts**—Weather reports and forecasts for every city in the U.S. in all 50 states
- **Sports Scores**—Includes all the major teams for favorite collegiate and professional sports teams
- **Stock Quotes**—Stock Quotes provide a large list of popular stocks and indices and allows users to receive updates throughout the day
- **News**—News reports includes breaking news alerts and news headlines that are pertinent to your location

Search

- **Business Search**—Search millions of business with specific locality driven GPS readings by name
- **Category Search**—Search millions of business with specific locality driven by GPS reading by category

About INRIX

INRIX® is the leading provider of accurate real-time, historical and predictive traffic information in North America and Europe, with over 55 customers and industry partners. INRIX delivers the highest quality data and broadest coverage available for personal navigation, mapping, telematics and other location-based service applications in the car, online and on mobile devices.

INRIX Traffic Services leverage sophisticated statistical analysis techniques, originally developed by Microsoft Research, to aggregate and enhance traffic-related information from hundreds of public and private sources, including traditional road sensors and the company's unique network of over 800,000 GPS-enabled vehicles and cellular probes.

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- **Movies**—A list of the current movies showing in your area with show times
- **Travel/Flight Information**—Provides real-time updated information on flight arrivals and departures with up-to-date estimates of arrival and departures

INRIX Developer Zone

Customers of INRIX can gain direct access to the INRIX Connected Services platform and content via the INRIX Developer Zone. In addition to sample applications and code libraries, the developer zone provides API access to the connected services platform, routing engine and content, greatly simplifying the creation of location-based service applications.



Go to devzone.inrix.com for additional information.

INRIX Connected Services Benefits:

INRIX brings together all the components into a customized, turnkey solution

- **Best Available Traffic**—Integrates INRIX real-time, predictive and historical traffic information for the best traffic flow, speeds, and incidents
- **Time-intelligent Routing**—Enables sophisticated traffic-influenced routing, instead of the standard "traffic avoidance" routing algorithms
- **Flexible Access**—Complete, parameterized data access to meet your device and customer requirements
- **Location Relevant**—Leverages user location information to deliver the most relevant dynamic information
- **Complete Offering**—Includes traffic and other key, dynamic content for a complete connected device service

To find out more about INRIX traffic solutions, please contact us at 425-284-3800 or email sales@inrix.com