



THE LEADING PROVIDER OF TRAFFIC INFORMATION

Market Need

Demand for portable GPS navigation systems has been unleashed by new low price points and innovative new features. This has transformed a niche device into a mainstream consumer electronics product. But with success comes competition. Now, more than ever before, your portable navigation system needs to stand out in a crowded marketplace. INRIX® traffic services can further differentiate your product by enabling advanced functionality such as dynamic routing based upon real-time and predictive traffic flow, and displaying real-time speed and incidents on metropolitan maps. The bottom line: Whether you develop aftermarket integrated or standalone portable navigation solutions, INRIX traffic services can help generate customer loyalty and support your subscriber growth models by providing personalized, actionable, and reliable traffic forecasts.

“Our consumer research shows that users of portable navigation devices are strongly interested in traffic information, particularly when linked with a navigation function.”

Joanne Blight
Strategy Analytics
Automotive Multimedia and
Communications Report

Solution Features

INRIX delivers focused solutions for portable navigation devices. Key features include:

- High-quality, nationwide real-time reporting of traffic flow information, including proprietary error detection and correction of flow sensor data
- Real-time reporting of traffic-related incidents, construction alerts, and events from Clear Channel's Total Traffic Network, with comprehensive nationwide coverage of over 100 metropolitan areas
- A unique method of using real-time and predicted traffic flow for dynamic routing, taking into consideration secondary and tertiary road levels for local detours, and replacing inaccurate speed limits as a reference
- Ability to enable personalized traffic reports that send changing traffic condition alerts, commuter route status, and other traffic status information based on specific user profiles
- Comprehensive coverage of metropolitan markets from coast-to-coast
- Total network independence, with support for widespread communication methods, including RDS networks (FM-Sideband), satellite radio, HD Radio, and GPRS/GSM
- Support for enabling accurate routing on embedded navigation systems without network connectivity
- Innovative onboard/off-board hybrid solutions for connected solutions
- Compatibility with all map databases and Traffic Message Channel (TMC) referencing
- Small foot print optimization of historical average speeds for disconnected navigation devices
- Optimized XML feeds for low bandwidth data communications

Solution Benefits

With INRIX's traffic solution, you will benefit from:

- **Customer Confidence**—Patented technology—initially developed by Microsoft Research and exclusively licensed to INRIX—allows INRIX to deliver traffic services of unparalleled accuracy and geographic coverage.
- **Customer Loyalty and New Revenue Streams**—Using valuable INRIX real-time data everyday for commutes and routing opens up new, aftermarket service-based revenue models, driving increased revenue per user.
- **Differentiation**—INRIX's sophisticated platform gives you both unique predictive data and high-quality, accurate real-time information, making your next-generation service applications stand apart and giving you an important competitive edge.

Target Audiences

- Portable navigation device OEMs
- Mobile navigation software companies
- Satellite and HD radio service providers
- Telematics service providers

Portable Navigation Devices

