

# Realtime Traffic Information based on Floating Car Data

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# The current situation in the Czech Republic: actual traffic information and different sources

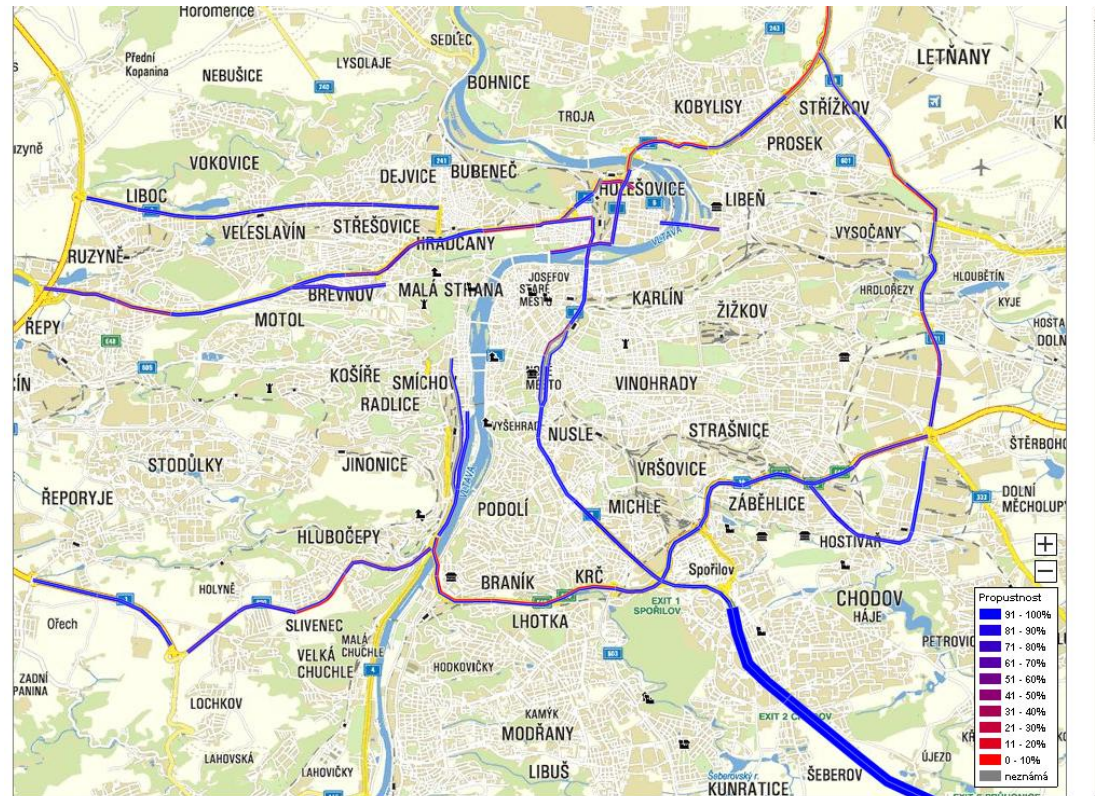


- Certain amount of real traffic information based on cameras, sensors and other fixed devices on the main roads (highways, expressways)
- Different authorities and private organisations combine these data with information from police and other emergencies
- Radios mainly inform based on information from drivers
- Generally in most cases the information is not very accurate and has delay
- No floating car data currently provided to customers

# Telefónica O2 provides real traffic information

Floating car data are available in the Czech Republic based on Telefónica O2 fleet management system O2 Car Control.

- There are about 35.000 cars in the system
- The OBU (on-board-unit) communicates with the server at least every 2 minutes
- Real traffic data are currently available from all major roads and can be provided especially in combination with other sources of information such as weather forecast, information about accidents, closures of traffic etc.)



- Telefónica can be provider of the „raw“ or preprocessed data or the final provider, according to customer requirements
- The final provider usually wants to create its own product / interface with the customer

## Clients from several fields were contacted:



- State administration
- Media – Internet portal, radio
- Providers of navigation
- Internal option to provide info via communication channels to residential customers

## 1. Technical Roads Authority, Prague (allowance organization of Prague City Hall):

➤ Intention to use the real traffic data for several purposes:



- Statistics
- Information portal for citizens
- Traffic management in Prague

Pilot is running since December 2008 till now.

The Prague City Hall shows interest to buy the data.

## 2. Directorate of highways: has been informed about this source of data

- Telefonica O2 is able to provide very accurate realtime traffic data for the highways and 1st class roads in the whole Czech republic now
- In case of accident on the highway it will provide realtime traffic data from the by-pass routes
- The system shall be extended to lower class roads in the years to come
- Telefonica can provide either the final output according to customer needs or raw data which would be further processed by other application provider
- Delivery of the required output in approximately 3 months from order

**Thank you for attention**