



45TH ASECAP STUDY & INFORMATION DAYS 2017

SMART MOBILITY

Fabio Pressi – Infoblu

29-31 May 2017

www.asecapdays.com



Organized by



INFOBLU - ATLANTIA GROUP



75% - **AUTOSTRADE PER L'ITALIA**



The Global Motorway Operator
(10.000 km)

25% - **OCTO Telematics**



The largest GPS connected fleet in
the world (5 million of BlackBox)

TRAFFIC AND TRAVEL SERVICE PROVIDER

MOBILITY “VALUE CHAIN 1.0”

SOURCES



Traffic Management



Traffic Information

DELIVERY OF
SERVICES

**Data
Acquiring**



Analyze



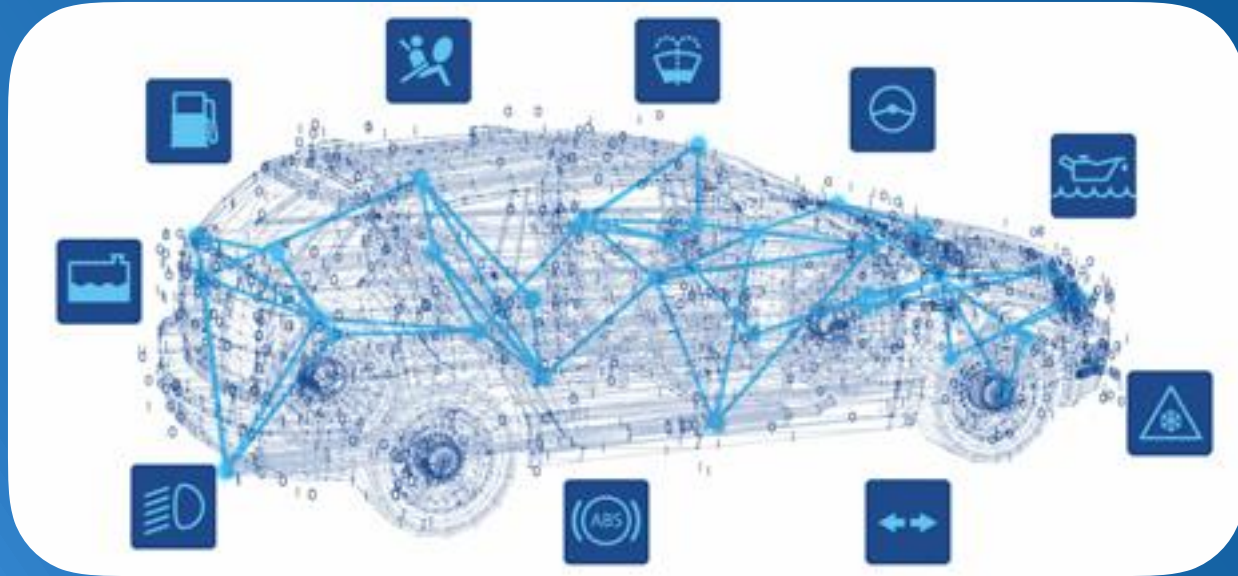
Use of data



NEW “VALUE CHAIN”

TRAFFIC SENSORS
NETWORK
IS ONE OF THE
FIRST
IOT REAL CASE

VEHICLE IN THE “CENTER”

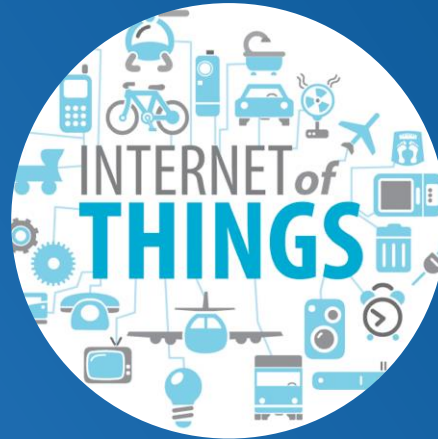


TODAY'S CARS
ARE HIGH TECH
DEVICES ON
FOUR WHEELS

Enabler: V2I (3G, 4G, LTE-V, G5, 5G, hybrid..)

CROWDSOURCING E BIG DATA

NETWORK
ASSISTANCE
ANALYTICS
SMART
DRIVER DATA
TIME REAL SYSTEM BIG
SENSORS
TRAFFIC GRID SHARING
DRIVING TRUCK
AUTONOMOUS
INTELLIGENT

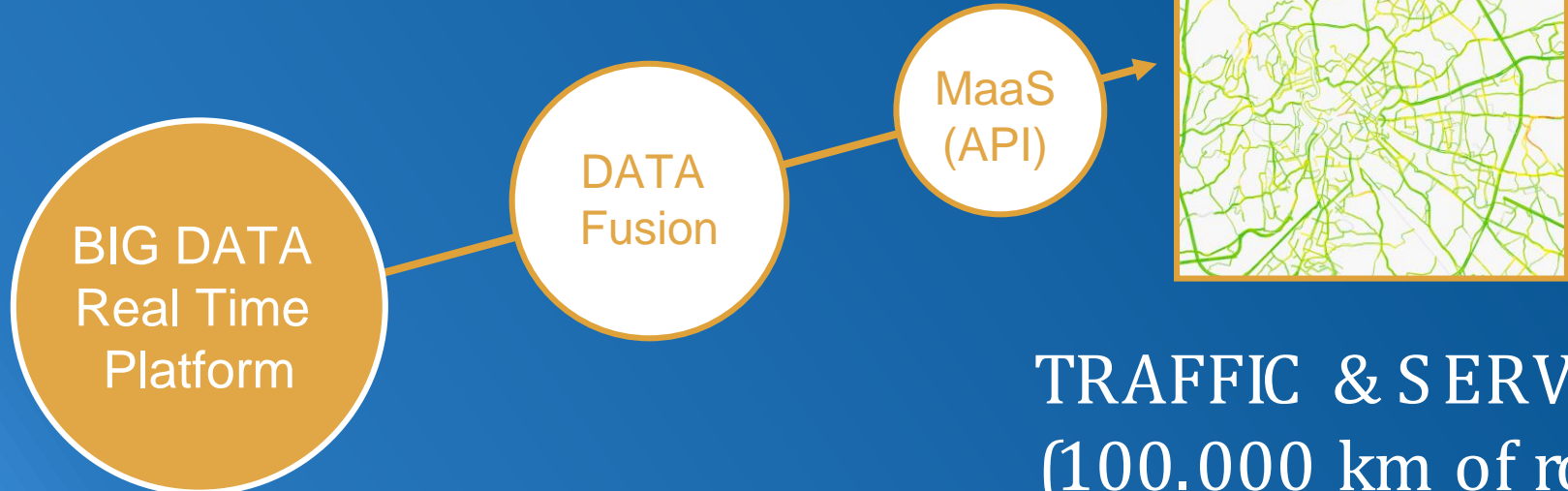


INFOBLU:
10 YEARS OF
EXPERIENCE

Competitors



INFOBLU C-ITS PLATFORM



TRAFFIC & SERVICES
(100.000 km of roads)

ROUTE
MATCHING

SPEED
EVALUATION



GPS

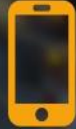


4 million of cars
1.000.000 apps

BIG DATA: HOW MUCH DATA?



**4 millions
cars equipped
with GPS**



**1.000.000
Mobile
Apps**

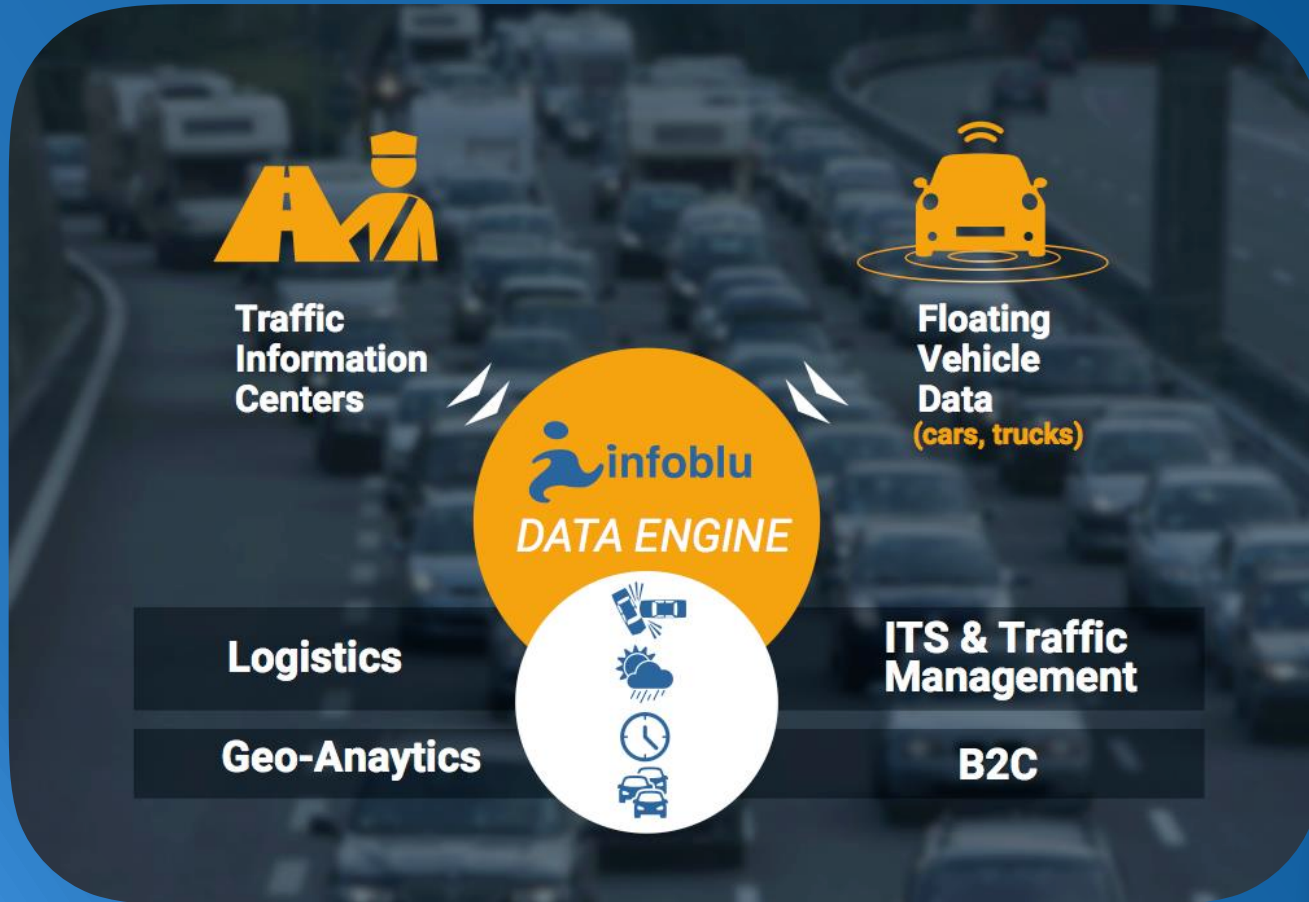


**90 Millions
GPS
points/day**



**350.000 km/h
of traffic
patterns**

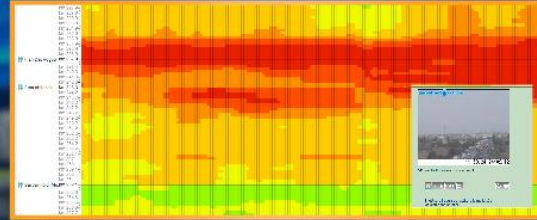
MOBILITY AS A SERVICE: TRAFFIC API



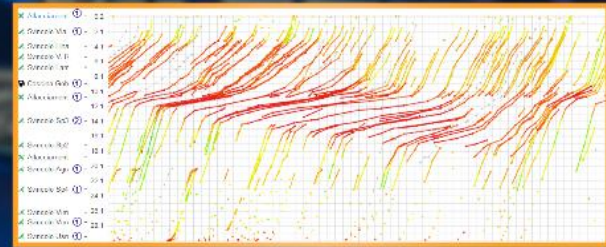
Innovative Tools for Traffic Monitoring

INNOVATIVE SERVICES FOR TRAFFIC MONITORING

Traffic
events evolution



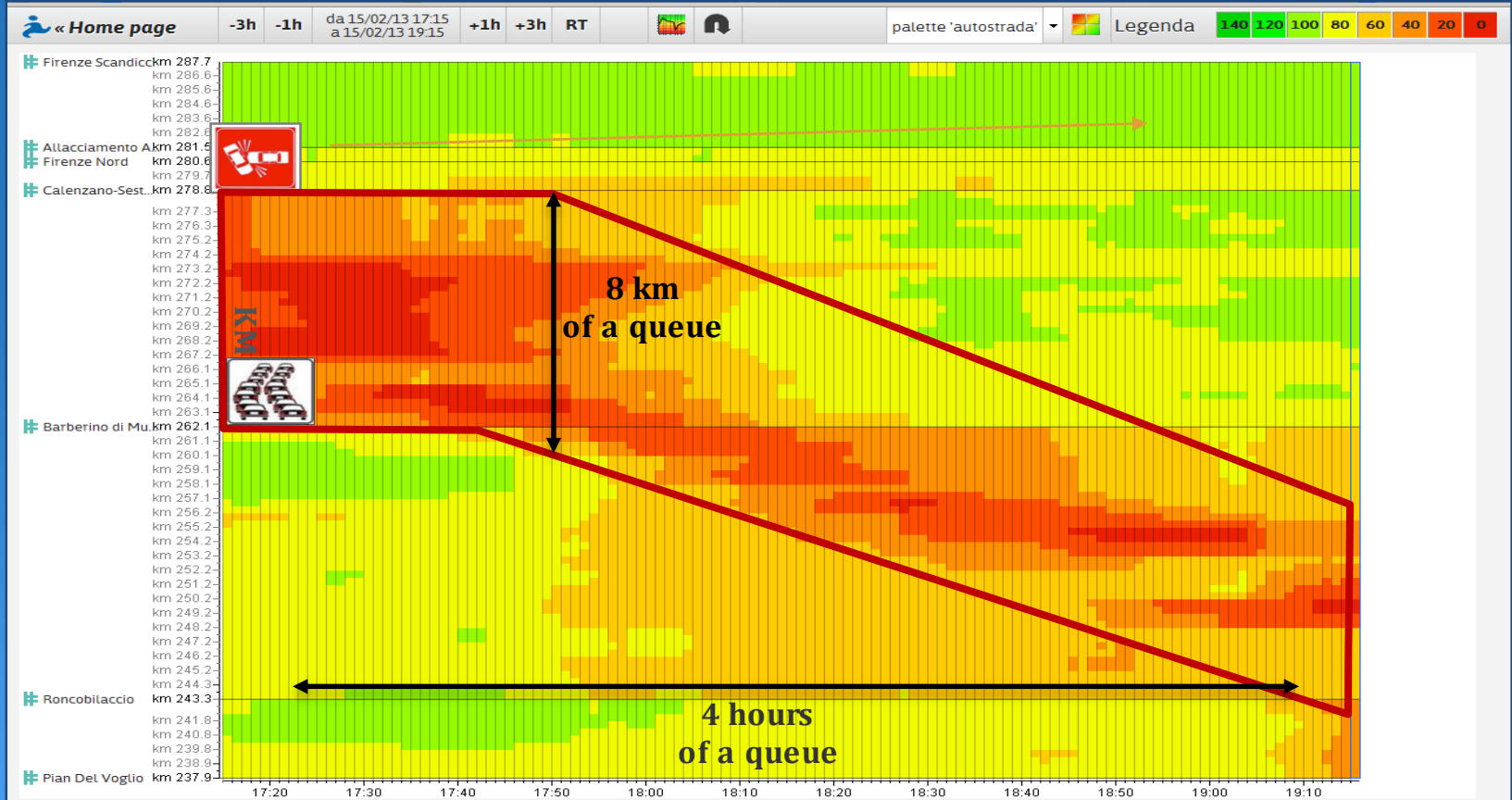
“Time to pass”
through the queues



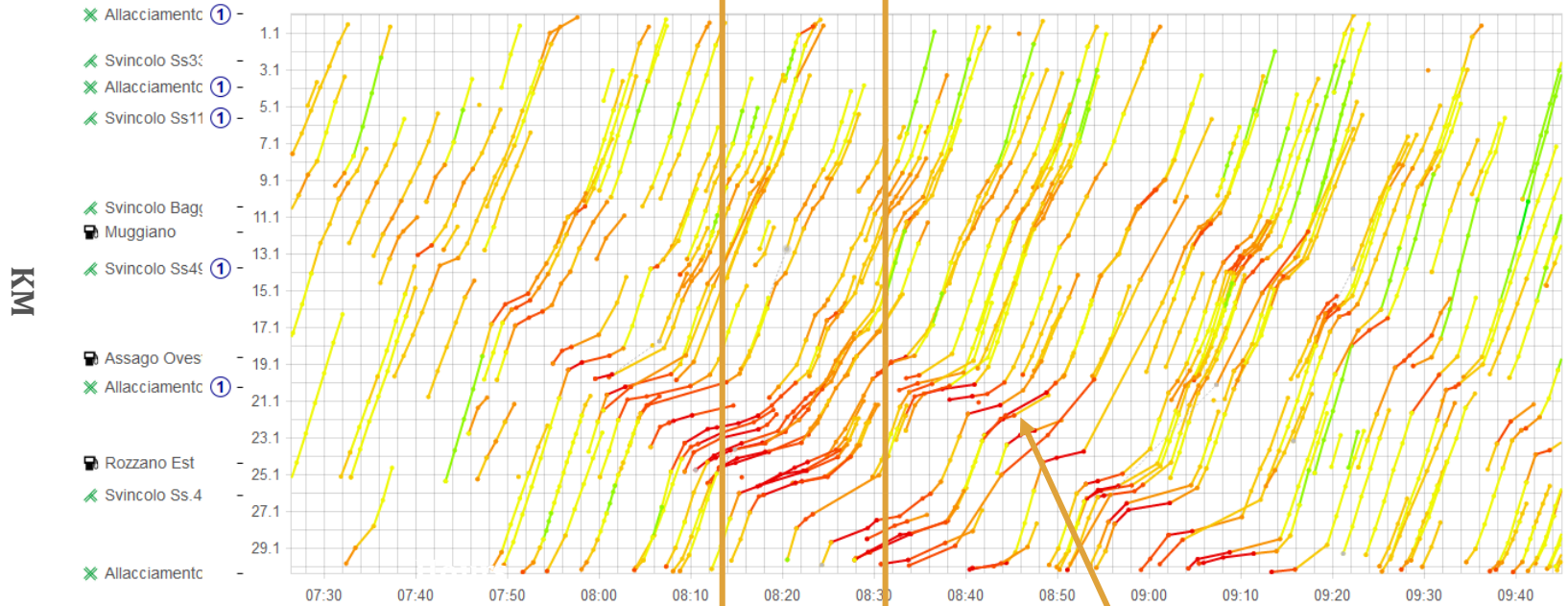
“Travel time”
for alternative routes

AT	Line	tratta	PREL		AUTOMATICA	aggiornamento 11:21		
			ART.	PREL		ART.	PREL	
AT	Barbetto > Sesto Marconi	Barbetto > Sesto Marconi	34	0855A	40	100'	104	100
		Sesto Marconi > Barbetto	32	0855A	40	SS65 Della Fata	100'	104
AT	Barbetto > Firenze Sud	Barbetto > Firenze Sud	23	0855A	28	78'	0855A	74
		Firenze Sud > Barbetto	24	0855A	28	SS65 - SS551 - SS57	74'	0855A
AT	Sesto Marconi > Calenzano	Sesto Marconi > Calenzano	42	0855A	49	108'	104	108
		Calenzano > Sesto Marconi	45	0855A	49	SS205	108'	104
AT	Pistoia > Sesto Marconi	Pistoia > Sesto Marconi	67	0855A	58	77'	0855A	73
		Sesto Marconi > Pistoia	57	0855A	58	SS64-Piemontina	73'	0855A
AT	Valdichiana > Orte	Valdichiana > Orte	57	0855A	55	94'	0855A	90
		Orte > Valdichiana	58	0855A	55	006-SS206-R32	90'	0855A

1. EVOLUTION OF THE QUEUE



2. TRAFFIC WAVES EVOLUTION



1 hour
in a queue

each line
is one car

3. ETA: ESTIMATED TIME OF ARRIVAL



INFOBLU TRAFFIC API

TRAFFIC SERVICES & APPS



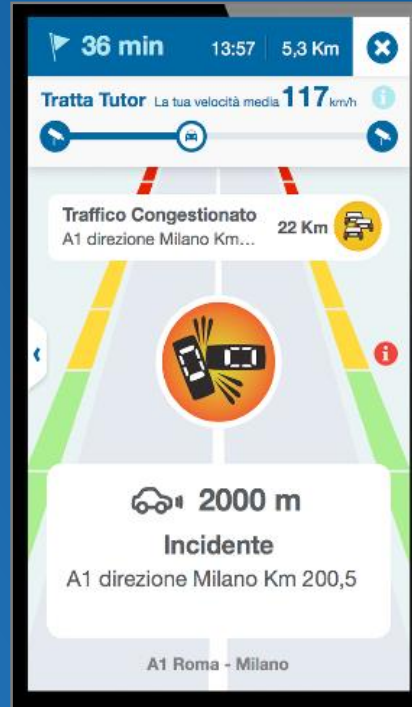
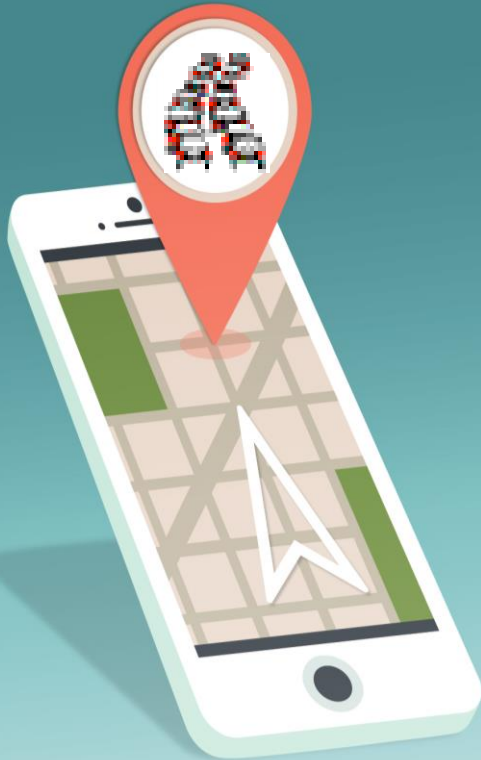


Infoblu Services for CAR MAKERS & NAV

- **TMC Premium**
Traffic Message Channel since 2007
- **TPEG Premium on IP**
Traffic fro Connected Car since 2011
- **TPEG Premium on DAB**
Launched in August 2016



MOBILITY APP



1.000.000 downloads in 1 year

EVOLUTION OF APP “MY WAY “



Ready for demonstration of C-ITS
Day 1 & Day 1,5 services

THANK YOU

FABIO PRESSI

CEO

Infoblu