



Smart Mobility Platform: innovative solutions for Traffic Management

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Responsible for Business Development



Once there was iPhone



9th January 2007



Then came smartphones



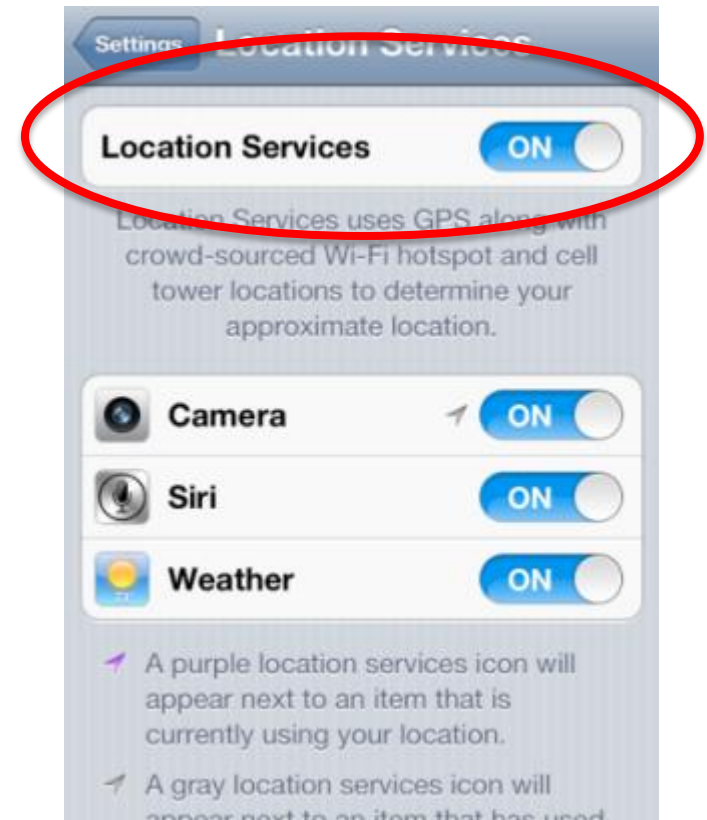
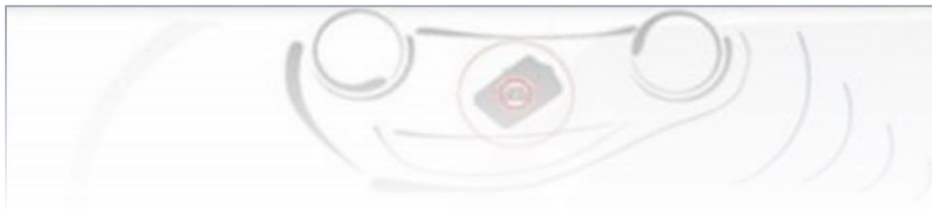
iOS





We are all part of it

Extensive diffusion of GPS





Everything everywhere

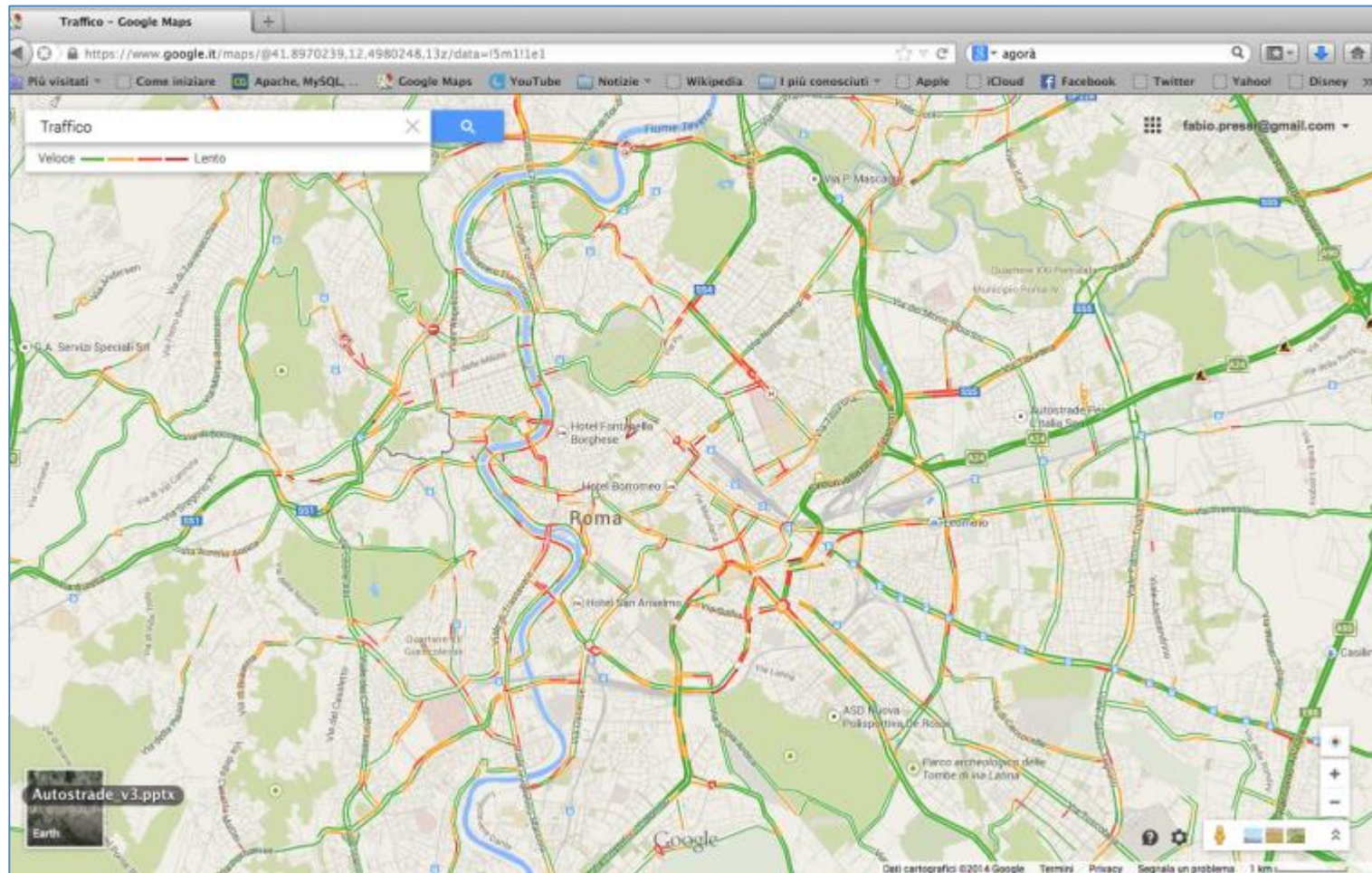
Crowdsourcing

Google





What is traffic information?



Google



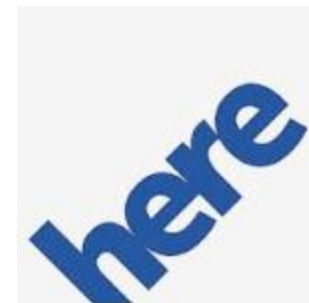
The BIG question mark

Does B2C still make sense

How can B2B survive



Google





Infoblu in 2010



Our mission: develop the market for traffic information by creating, integrating and developing information from different sources

75%

autostrade // per l'italia

25%



Octo Telematics

2010

The 'global'
motorway
operator
(> 10000 km)

The largest
GPS fleet in
the world
> 1.5 million
vehicles

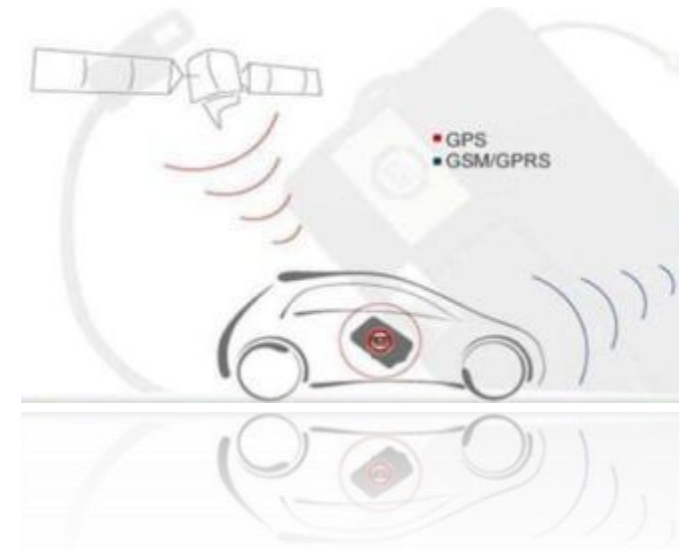


FVD as a 'low cost' opportunity

FVD: Floating Vehicle Data

Benefits and opportunities :

- No investments on road equipment
- Low operating costs
- Extensive coverage of all roads
- Easily integrated with existing sources



NEW TYPE OF INFORMATION THAT FITS WITH MARKET REQUIREMENTS...

IF THE GPS QUANTITY IS ADEQUATE



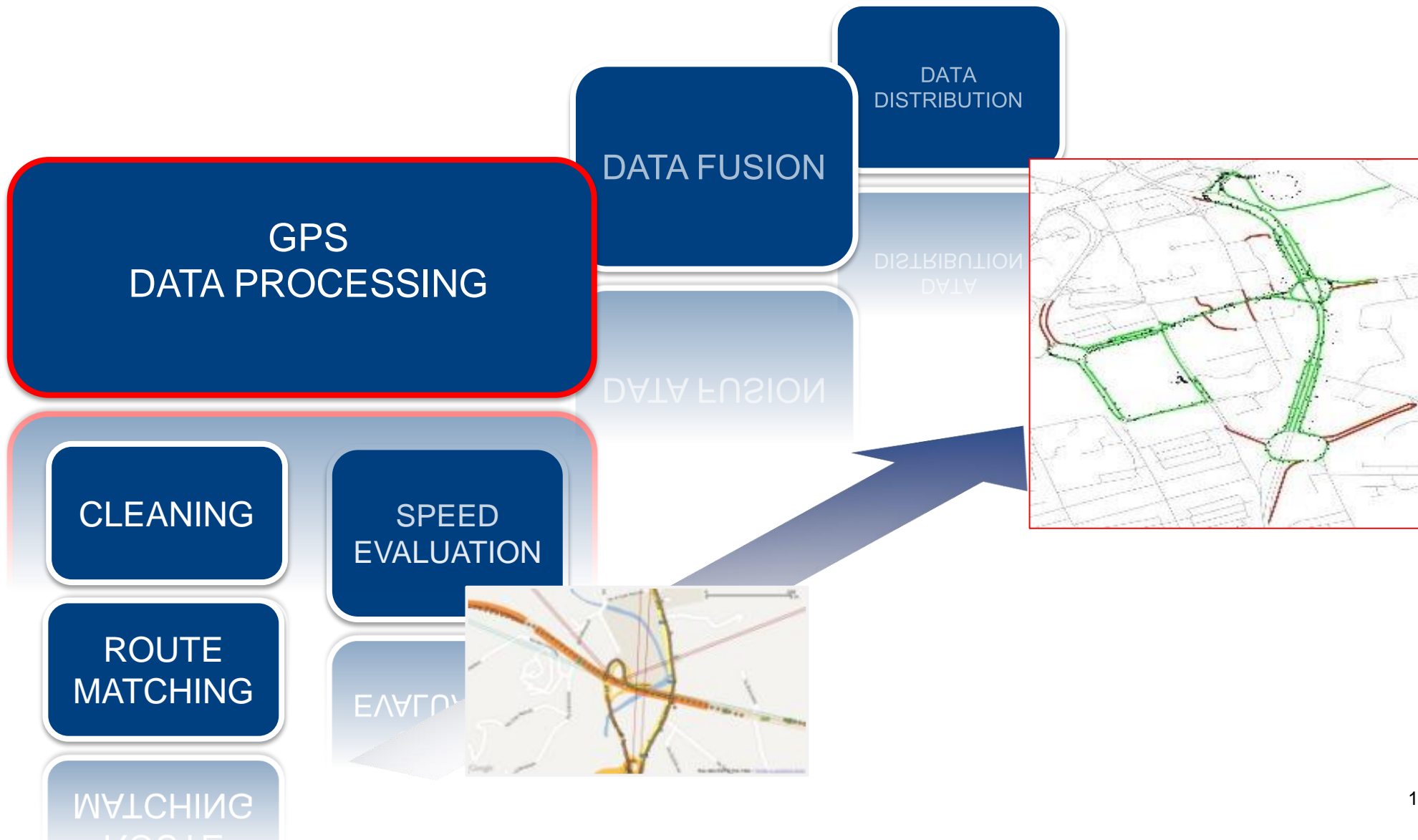
Infoblu crowdsourcing today



- > 2 million vehicles
- > 50 Mln GPS points per day
- 350.000 smartphones with GPS (Infoblu Traffic App)

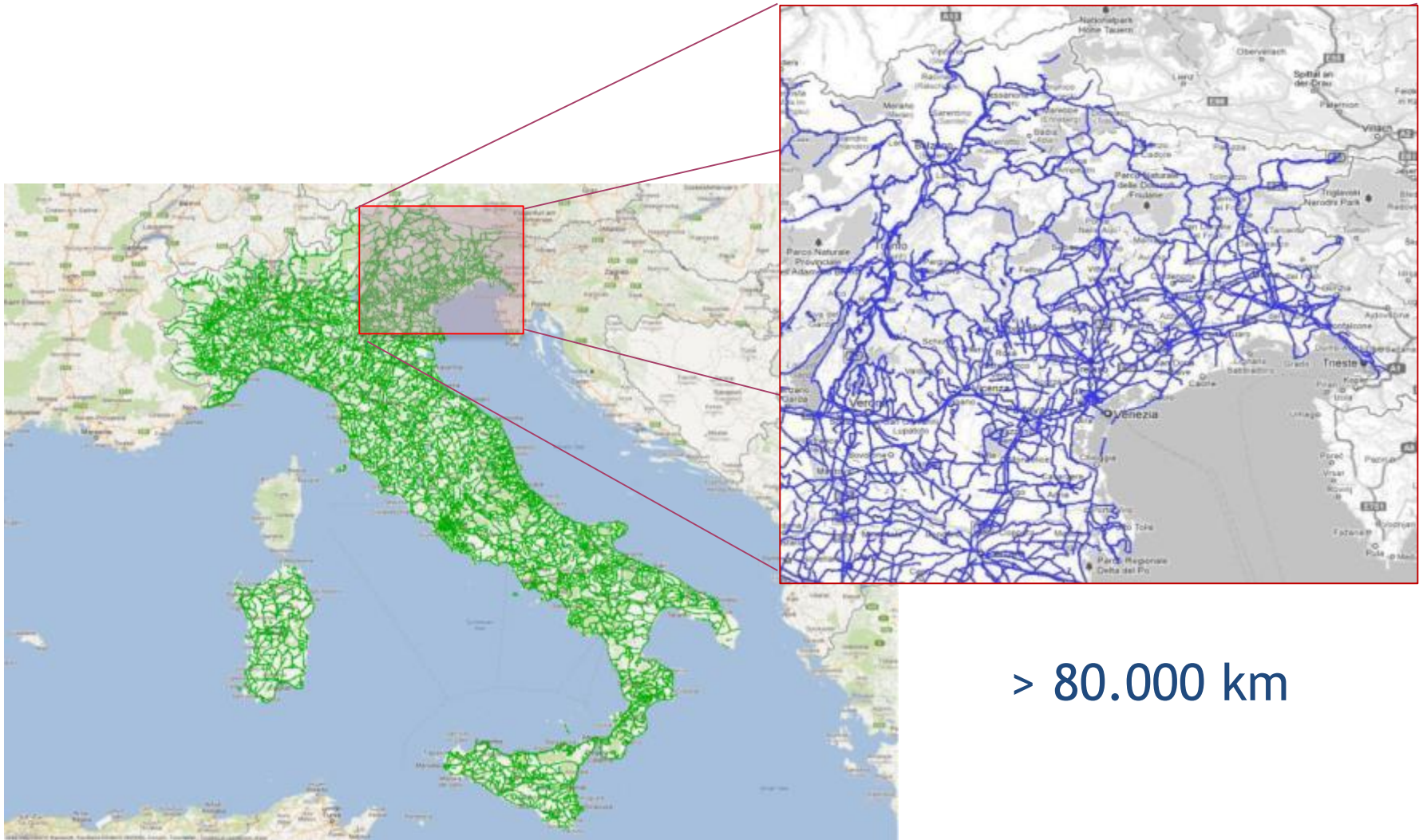


Infoblu Platform : GPS Processing





Current coverage



> 80.000 km



Traffic information evolution

SOURCE

MANAGEMENT

ENCODING

DELIVERY

Public & Private

CROWD SOURCING

(GPS
data from different
sources)

DATA FUSION

Connected cars

Traffic
information
services

(GPRS/3G

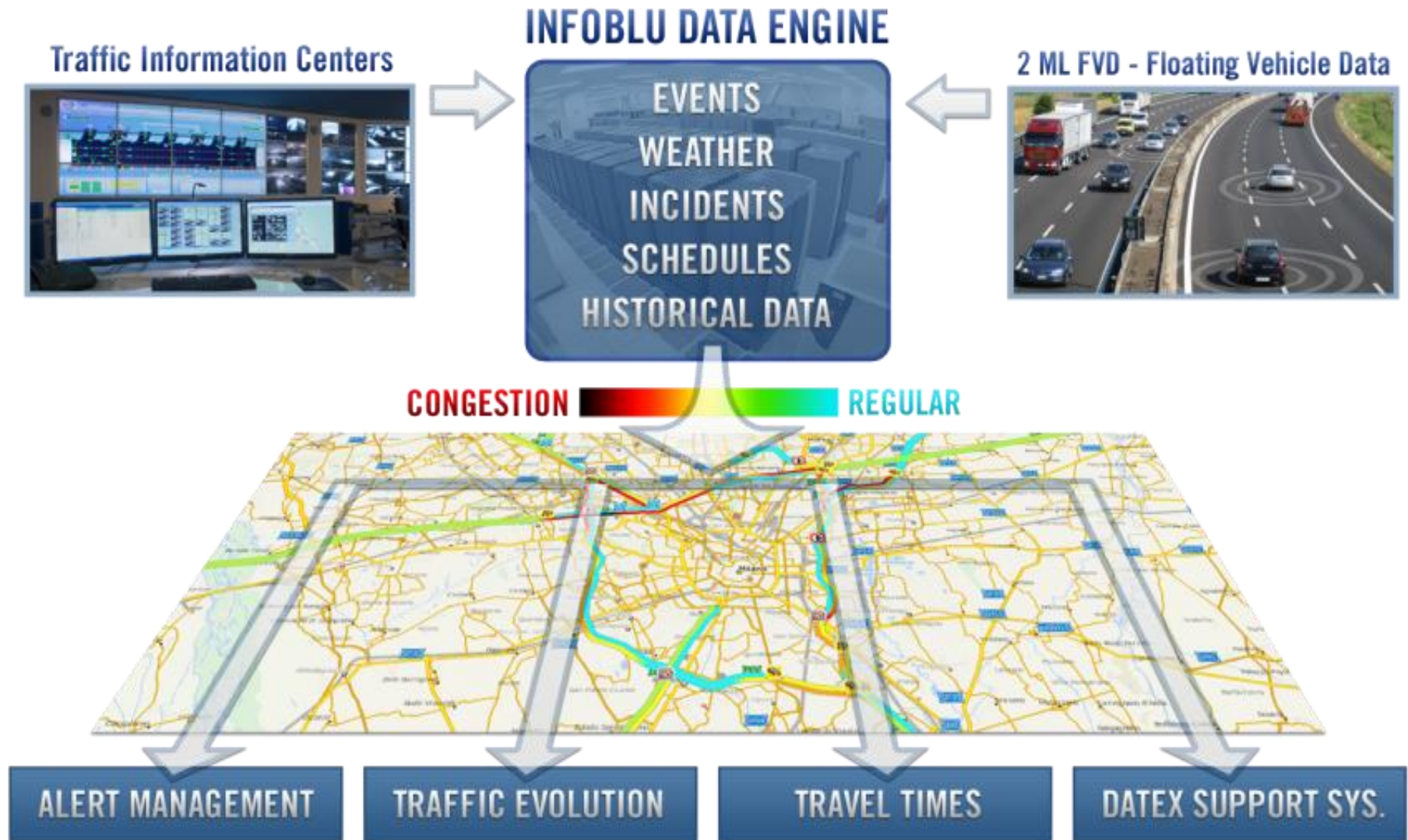
DAB/TPEG)

Connected Services
Mobile e social Apps
...

New generation services



Traffic platform





How can B2B survive ?

- **quality**
- **customization**
- **“cheap” services**

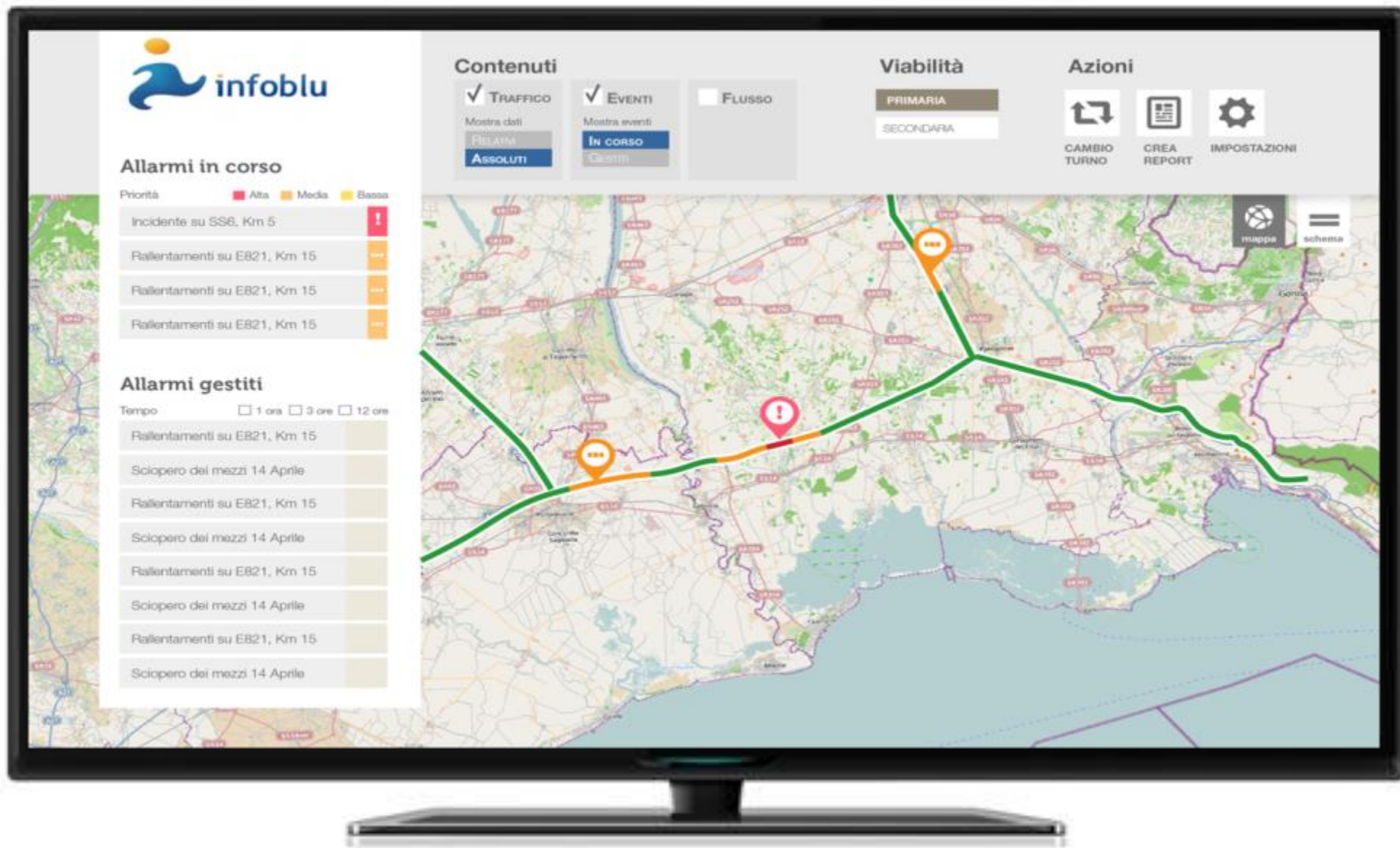


“Virtual” Control Room

No
infrastructure
needed on the
road

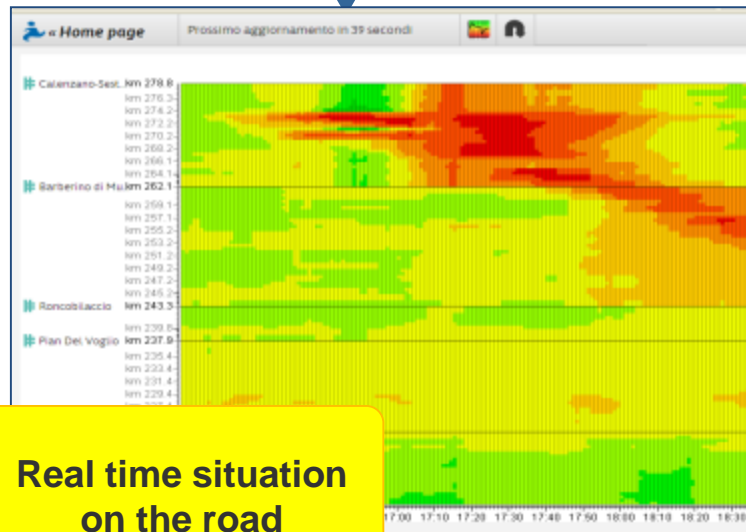


Alert management

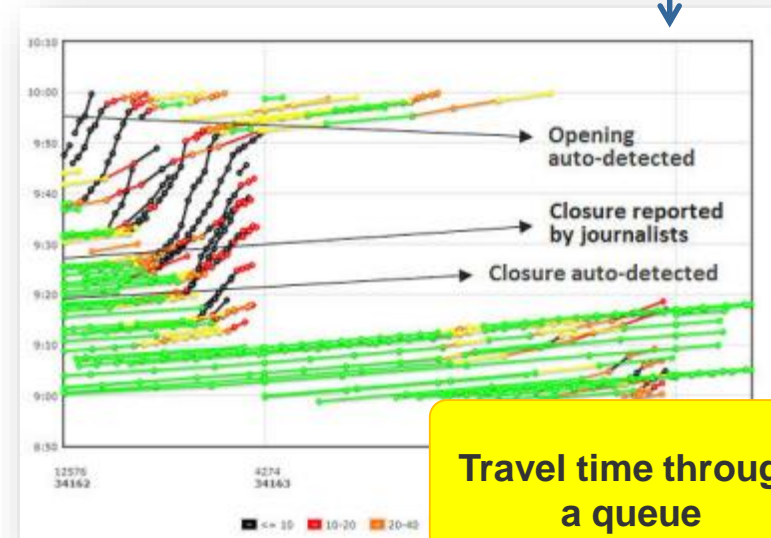




Innovative solutions for Traffic Management



Real time situation on the road



Travel time through a queue

AT	ADRI	TRATTA	APP.	FREE FLOW	ALTERNATIVA	APP.	FREE FLOW	aggiornamento
AI		Barberino > Sasso Marconi	34'	BASSA	40	SS65 Della Futa	100'	N/A
		Sasso Marconi > Barberino	32'	BASSA	40		100'	N/A
AI		Barberino > Firenze Sud	23'	BASSA	28	SS65 - SS551 - SS67	78'	BASSA
		Firenze Sud > Barberino	24'	BASSA	28		74'	BASSA
AI		Sasso Marconi > Calenzano	42'	BASSA	49	SS325	108'	N/A
		Calenzano > Sasso Marconi	45'	BASSA	49		108'	N/A
AI		Pistola > Sasso Marconi	60' ⬆	BASSA	58	SS64 Pomettana	77' ⬆	N/A
		Sasso Marconi > Pistola	57' ⬆	BASSA	58		73'	N/A
AI		Valdichiana > Orte	57' ⬆	BASSA	55	RD6-SS3bis-R32	94' ⬆	N/A
		Orte > Valdichiana	58' ⬆	BASSA	55		95' ⬆	N/A

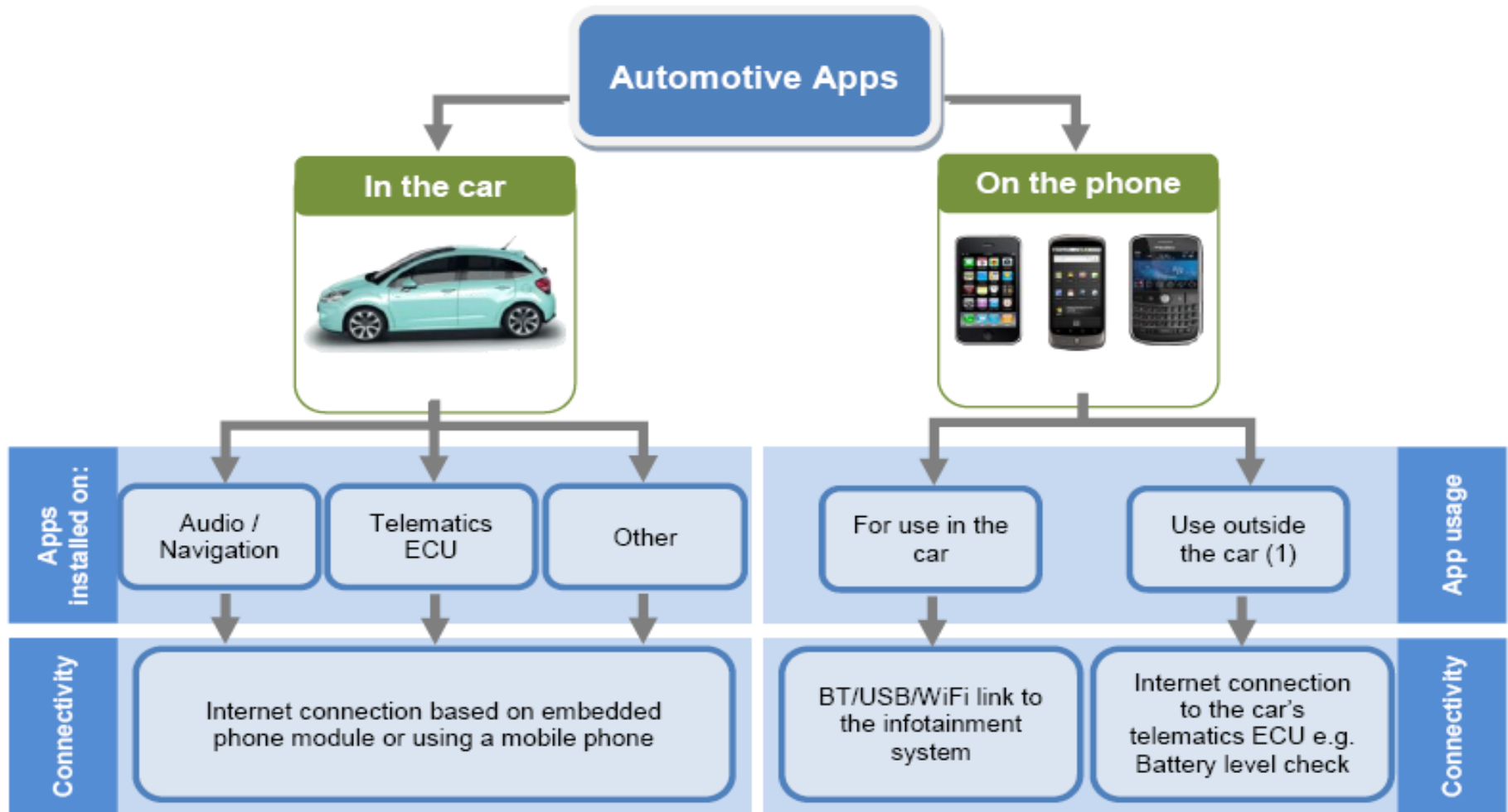
Comparing travel times of alternative routes



Does B2C still make sense ?



In-car Apps



Note (1) Not discussed in this report

Source: SBD, 2013



Multimodal
















E015





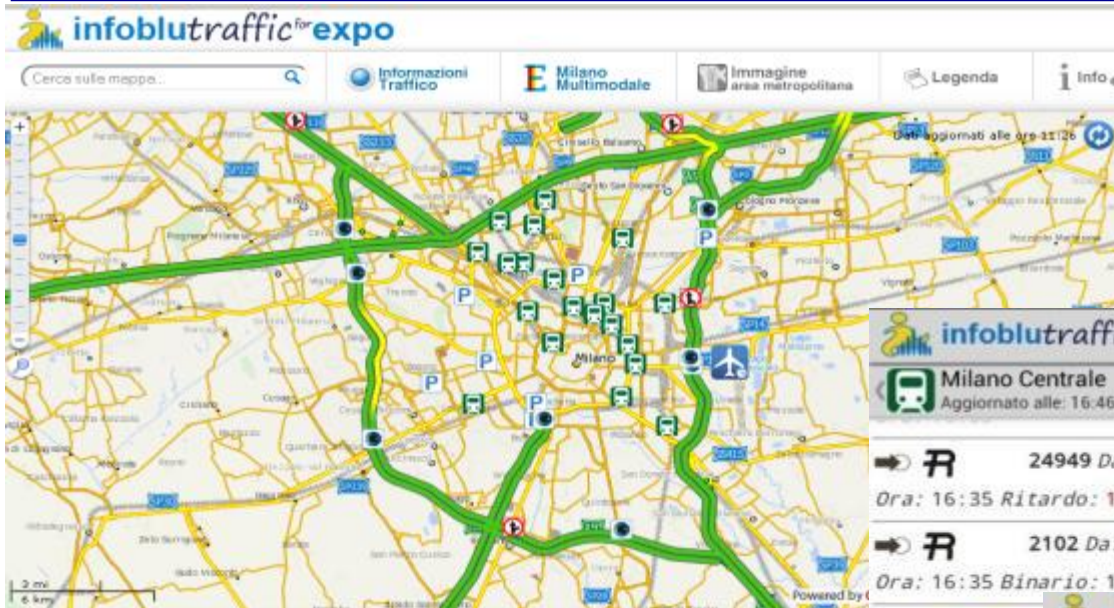
Expo 2015

izi comuni erogabili dai singoli soggetti

		Infoblu Traffic Suite «Evo» (web & mobile)	Pannelli a messaggio variabile	Schermo informativo su treno	Informativa di stazione	Schermo sala arrivi	Totem informativi
		Stato autostrade / tangenziali					
		Mappe del traffico					
		Eventi del traffico					
		Telecamere tangenziali					
		Stato della stazione					
		Anagrafica stazioni					
		Stato delle direttrici					
		Motore orario					
		Arrivi e partenze aeroporti	Stato descrittore: «Proposed»				
		Tempi di attesa mezzi di superficie					
		Regolarità metropolitana	Stato descrittore: «Proposed»				



Multimodal





Thank you

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