



Design: www.asecapdays.com - Spain | Madrid 2016

44TH ASECAP STUDY & INFORMATION DAYS 2016

The Path Towards an Integrated And Sustainable Mobility in Europe

Intercontinental Hotel
23-25 May 2016

www.asecapdays.com



Organized by





**The APP that will Change the Way
you Drive on the Motorway**





Promotional Campaign:

Descubre la App que cambiará tu forma de conducir por la autopista



- Infórmate del estado del tráfico en tiempo real durante el trayecto: retenciones, obras, accidentes, tiempos de recorrido, áreas de servicio, radares, ofertas y servicios en ruta.
- Crea tus propias alertas de tráfico.
- Calcula tus rutas.
- Reporta incidencias.
- Contacta fácilmente con nosotros en caso de emergencia a través del servicio e-call.
- Localiza tu coche.

Descárgatela en:



autopistas en ruta
Abertis Autopistas España, S.A.
PEGI 3

UNINSTALL

OPEN



Downloads



193



Travel & Local



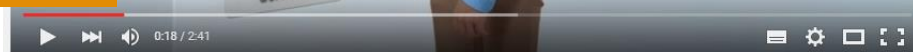
Similar

All the information you need before, during and after your trip.



WHAT'S NEW

Calcula las tarifas de una ruta según el tipo de



Autopistas en Ruta - La APP de Autopistas

Abertis Autopistas

abertis

Subscriíbete

310

133.268

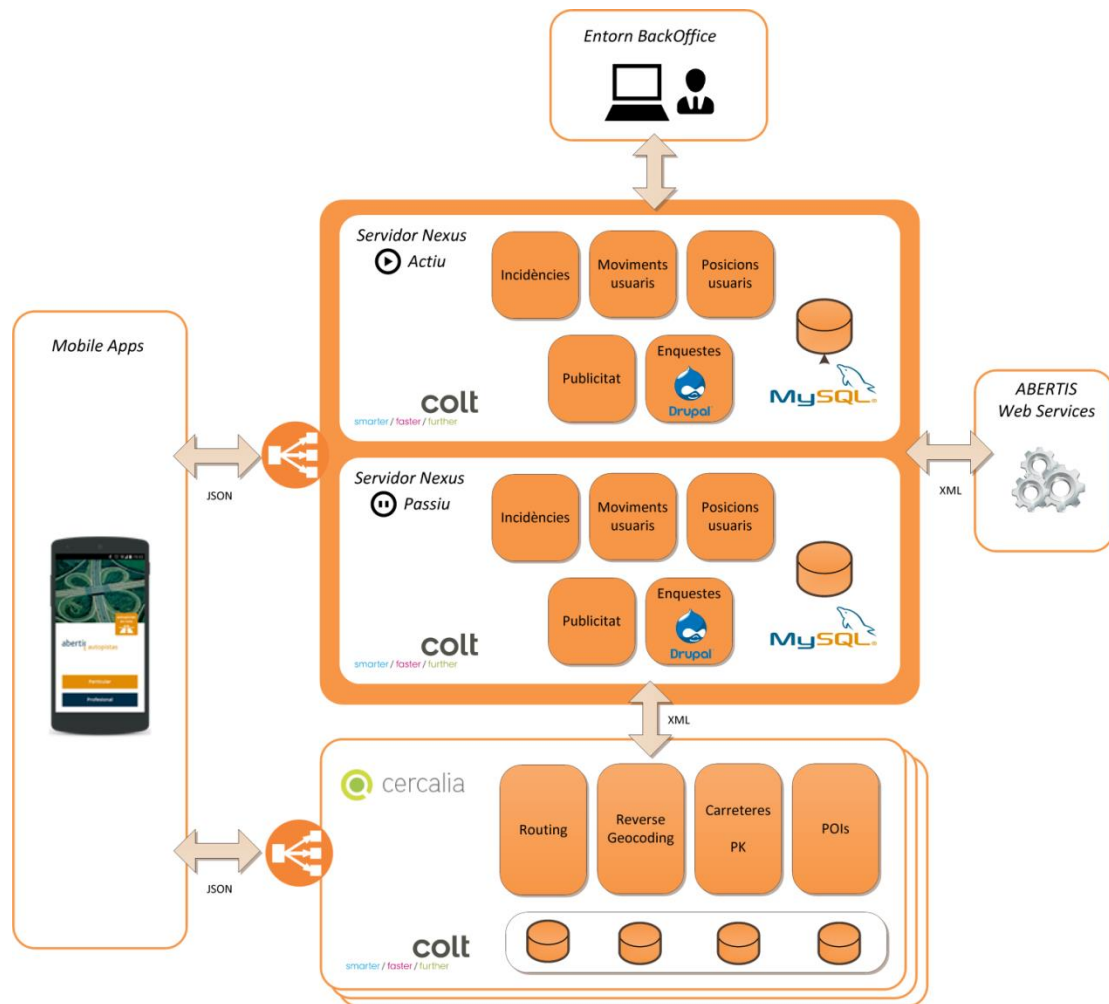
+ Añade a... Comparte... Más

12 0

Project Scope

Project development included:

- Android / iPhone APP
- Back office environment for Marketing and Operations Center
- Connectors to third party suppliers
- Hosting service



General APP Overview



Map

Traffic information: official and private sources.



Next to me

Order by Price

	GM OIL CALLE TORRE VEDRUNA, S/N, GIRONA Timetable: L-D: 24H	3.40 km
	95 0.999 98 - D 0.799 D+ -	
	PETROLIS DE BARCELONA CARRER CAN CULEBRA, PARCELA 44, S/N, BESCANO, Bescanó, GIRONA Timetable: L-D: 24H	5.79 km
	95 1.029 98 - D 0.799 D+ -	
	SERVICO CARRETERA NACIONAL II KM. 710, FORNELLS DE LA SELVA, GIRONA Timetable: L-D: 24H	5.56 km
	95 1.038 98 - D 0.813 D+ -	
	ESCLATOIL CARRETERA DE SANTA COLOMA KM. 106, GIRONA Timetable: L-D: 24H	4.17 km
	95 1.029 98 - D 0.829 D+ -	
	PETREM CALLE ANTICA CARRETERA DIAMER 2	

My Alerts

Mis alertas

Ida al trabajo 08:00

Carrer d'Aragó Entre semana
 200, 08011 Barcelona, Barcelona, Spain

19 min

Sant Cugat del Vallès 0 min
 Barcelona, Spain

Valencia 15:38

Valencia 28/01/2016
 Valencia, Spain

27 min

46190 Riba-roja de Túria +2 min
 Valencia, Spain

Mis alertas

Alerta Valencia

00:30:36 +2 min

1 Incidencia detectada

Retenciones

RETENCION (ACCIDENTE) en la V-30 del PK 15.0 al 13.0 (PATERNA, VALENCIA), CRECIENTE DE LA KILOMETRICA hacia A-7. Nivel AMARILLO.

Fuentes: Abertis Autopistas, DGT, SCT y Cercalia

SOS Call

Emergency Calls:

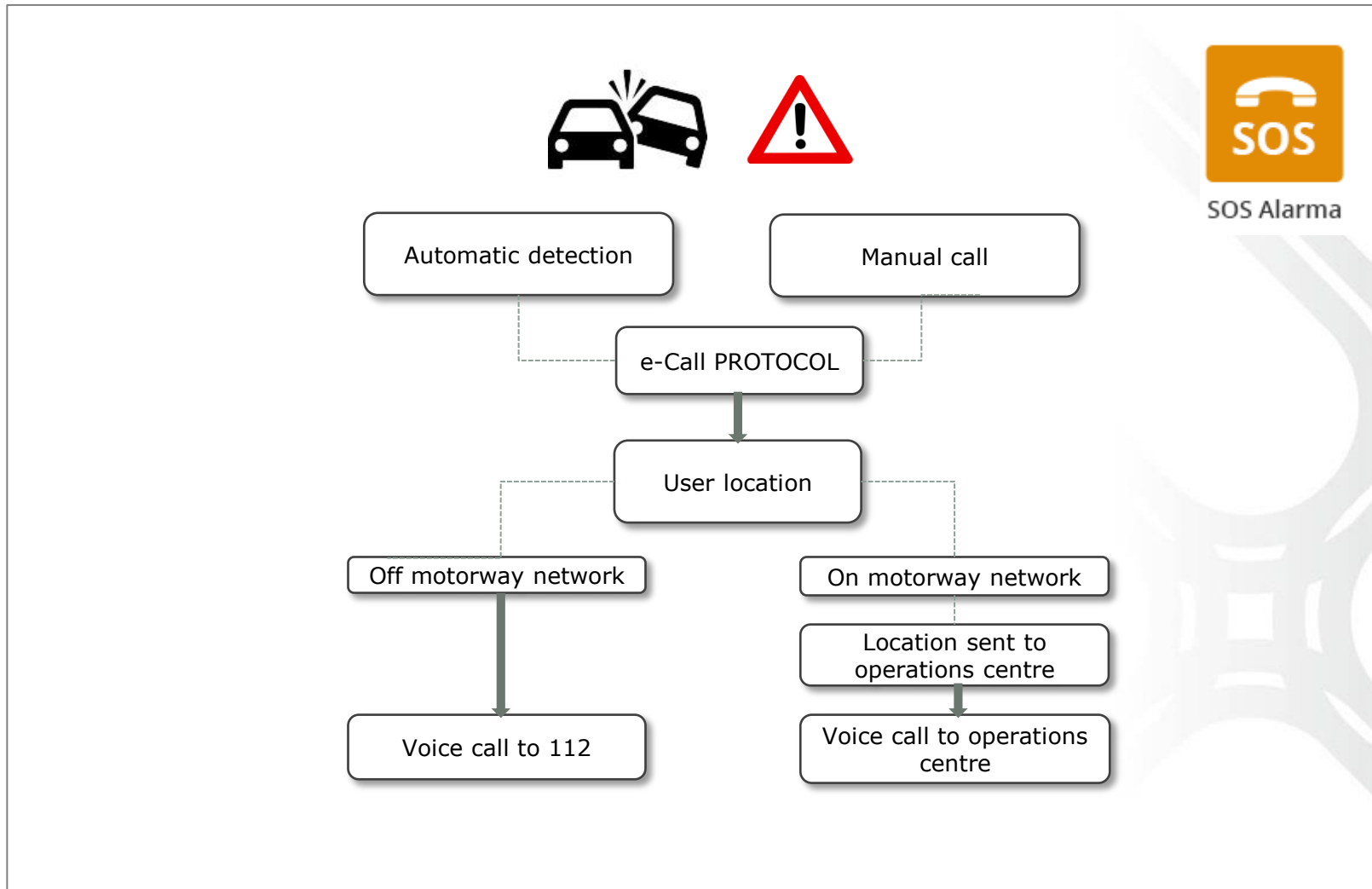
- Smartphone sensor use to calculate G-forces
- Requires user phone to be filled in
- SOS call protocol initiates in the event of accident detection:
 - Speed > 25km/h
 - Deceleration detection > 3G
- If user cannot call, the system alerts the nearest **Motorway Operations Centre**, with user geolocation and phone number

< 24 SOS Alarm

- 1 Enter your phone number to activate automatic detection of emergencies.
+34 666888666
- 2 Park the vehicle.
- 3 Emergency call
If you are in the abertis motorway network, it will call the Abertis Operations Center.
If you are not in the abertis road network, it will call the 112.

Call

SOS Call



Back Office

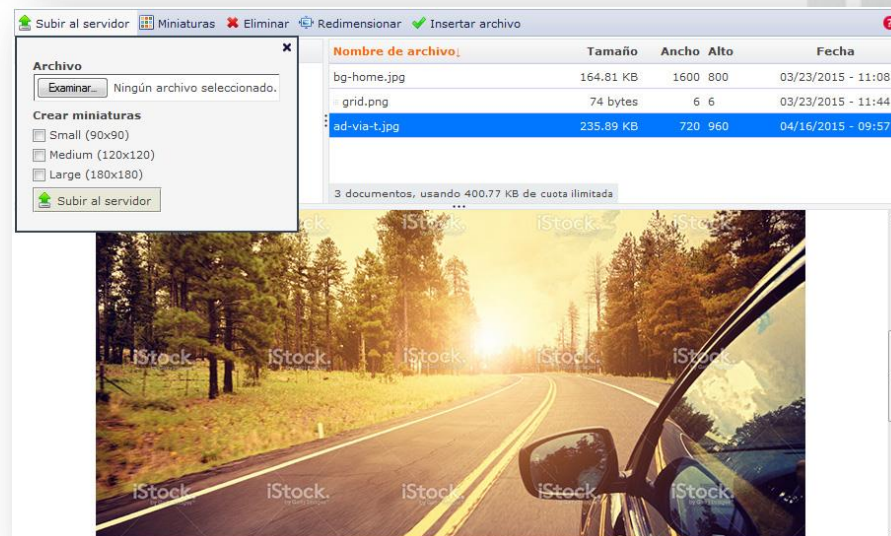
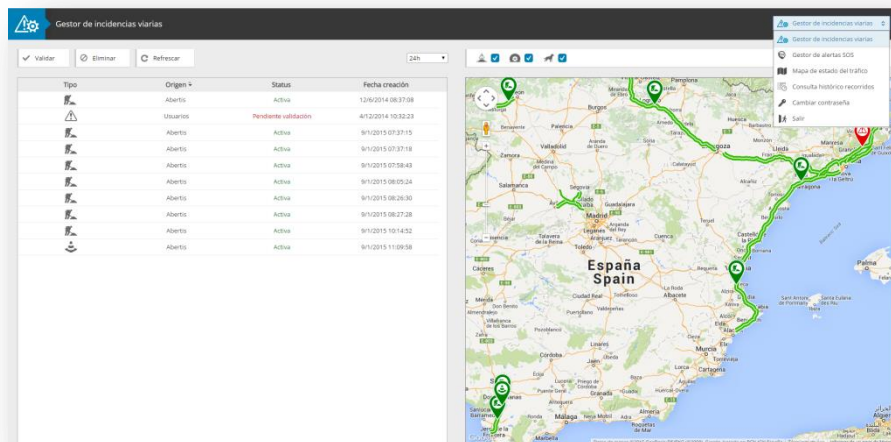
Two environments:

1) Motorway Operations Centres:

- Road incident management: user reporting
- SOS call management

2) Marketing and Sales:

- Advertising on the APP: by proximity, when starting up, etc.
- Promotions on the APP
- Surveys & use of results



[Click here to see the video](#)



Results

1st of July, 2015 *Launch!*



First year:  + 50,000 Downloads

 133,000+ Video views

Autopistas en ruta:
one of the 10 best APPs of 2016

ITS España 2016 Award



April 2016:
Road Traffic Safety (RST)
management systems

Thank You

