Data Driven: Connecting Cars to Smarter Cities
INRIX is collaborating with leading automakers and governments worldwide to transform how people and commerce moves across the world’s transportation networks. As Big Data and the Internet of Things changes everything from where people go and what they do to how they get from place to place, INRIX is at the forefront of connecting cars to smarter cities.

Whether the company is collaborating with automakers on new breakthroughs in navigation or helping governments engineer smarter highways, our vision is simple – empower drivers, inform planning and enhance commerce.
At INRIX, movement is at the heart of everything we do. Our breakthrough technologies have been moving people and businesses forward for nearly a decade. In 2005, we pioneered a breakthrough approach to traffic by analyzing data not just from sensors in the road but from the vehicles themselves. Crowd sourcing was born and as a result of our approach, we’ve been able to provide traffic for every road, ramp and interchange making navigation indispensable to drivers and the old approach of installing sensors in roadways virtually obsolete.

However, INRIX is much more than just a traffic data provider. We’re helping governments tap into Big Data and the Internet of Things to engineer systems for smart cities that go beyond traffic to address the individual, economic and environmental challenges of urbanization worldwide. Over half of the world’s population lives in our urban centers. And, our big cities are getting bigger. Today, we have 28 Megacities of 10 million or more people. By 2030, this will increase to 41 megacities placing a huge strain on an already aging infrastructure.

Our solutions range from:

- Applications that help governments and navigation systems that direct drivers to public transit when a train or bus is a faster alternative.

- Services that immediately identify accidents and unexpected road closures from real-time analysis of social media reports and anomalies in traffic flows.

- Analytics tools that completely transform how we manage and measure the performance of our road networks as well as better prioritize infrastructure investments.

These are just a few of the ways INRIX is working across the industry to improve urban mobility.
Here is how INRIX is at the intersection of Smarter Cities and Connected Cars.

Building Smarter Cities
One Connected Car at a Time

Traffic congestion is growing along with global urbanization. As these trends intensify, increasing congestion makes mobility more stressful for urban residents and more challenging for cities’ transportation management efforts.

INRIX is leveraging data to help power connected cars that take a new approach to enabling mobility. The BMW i3 is a prime example of a connected car that is using INRIX technologies to tie into the urban transport network. Using INRIX real-time traffic data and intermodal service, the BMW i3 seamlessly directs drivers to the fastest travel route under the current conditions—whether it’s an alternate roadway or a connection to public transportation. Find out how INRIX data is helping to solve urban mobility challenges through connected cars and integration with transportation infrastructure.
Know Road Conditions
Before It’s Too Late

The U.S. DOT estimates that nearly one in four vehicle crashes are weather-related. Traditional weather forecasting data is often used to try to predict road conditions, but atmospheric data doesn’t tell us what’s happening at the road surface. Road sensors are expensive and can only provide limited coverage.

The more we know about the conditions on the road as drivers are experiencing them, the more we can do to improve road safety. By gathering billions of data points from sensors and instruments on connected cars, INRIX is leading the way in providing real-time analysis of actual road conditions to public sector agencies and drivers with immediate, hyper-local information. INRIX road weather data is helping to improve transportation planning and response to weather events so agencies can save lives and be more effective in deploying transportation resources accurately and efficiently. Drivers on the roads benefit from having access to timely information to help them react and adjust in time – providing a safer driving experience for everyone.

Turning Data Into Powerful Insights for Congestion Management

As more people move into urban areas and economic activity expands, traffic congestion increases—in many cases at three times the rate of GDP growth. Existing traffic management solutions are not keeping pace with congestion realities.

INRIX Analytics gives transportation agencies a better way to monitor, manage, and measure the performance of road networks. This smarter approach leverages billions of real-time and historical data points to provide detailed insight into areas that were previously not available. INRIX tools tie real-time analysis with the tangible costs of delays to help transportation agencies make more informed decisions about efficiently deploying resources and proactively managing traffic flow.
Global urbanization is putting an increasing strain on urban mobility resources, from highways and surface streets to buses, trains, and subways. Historically, efforts to track how large populations of people move around have been costly and difficult to scale. Yet understanding population movement is critical to understanding how to solve urban mobility challenges.

INRIX is at the forefront of innovation in analyzing population movement data to gain practical insights into urban mobility. Using anonymized and aggregated data that is now available from mobile phone networks and connected cars, INRIX can analyze population movement regardless of the mode of transport—whether it’s by car, public transportation, or even walking and biking. Learn how origin destination data and population density information is already helping urban planners build smarter cities that meet the real-world needs of urban populations.
**INRIX Analytics**

In the new era of increasing demand for government accountability, INRIX Analytics provides instant access to system-wide performance metrics and visualizations to help transportation agencies measure and manage the performance of road networks.

**Big Data** Covering nearly 1 million miles of US roadways down to 1 minute, dating back to 2011.

**Easy to Use** Cloud-based with no infrastructure or hardware requirements to access tools or data.

**Affordable** Flexible usage options fit all agency needs and budgets, available as a subscription.

*Available in the US only.*

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**INRIX XD™ Traffic Monitoring**

INRIX XD Traffic Monitoring provides transportation agencies a complete, real-time picture of current traffic flow and incidents across Europe and North America. The site is available 24x7 and provides traffic information across state and national borders.

**More with Less** Delivering highly detailed traffic and incident data at a fraction of the cost of traditional sources.

**6X More Coverage** Detailed traffic speeds down to 250 increments across more than 4 million miles of road in 40 countries.

**Real-Time** With 60 second auto-refresh, be alerted immediately when incidents occur and return traffic to normal flow faster than ever before.

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Register for your **free 30 day trial** today!

INRIX Provides Insight into Roadway Networks Across 40 Countries:

Find out how INRIX can help you with your Urban Mobility needs:

Europe: Europe@INRIX.com
North America: BusDev@INRIX.com
Asia: Asia@INRIX.com
Latin America: LatinAmerica@INRIX.com