INRIX Roadway Analytics: Driving the analysis and improvement of roadway performance across cities and strategic road networks.

INRIX Roadway Analytics is based on INRIX high-definition (XD) roadway database and INRIX historical data meaning the technical analyses, charts, tables and other visualizations are founded on reliable, tested data.

- **Data Downloader:** directly query INRIX XD Traffic speed archive to download data for road segments and time periods required.
- **Performance Charts:** produce line and bar graphs, which enable before and after studies and/or comparison studies – and use visualizations to communicate findings.
- **Congestion Scan:** using heat maps, identify problem areas along any corridor. That means you can pinpoint the location of problems to better target improvement efforts.
- **Bottleneck Ranking:** identify, prioritize and visualize locations throughout the entire road network, with recurring congestion in key areas, such as road intersections.

On-demand, cloud-based analytics suite leverages INRIX global traffic data, to arm transport agencies and consultants with insight, tools and visualizations to effectively plan, monitor, assess and communicate roadway performance for a metropolitan area, state or country.*

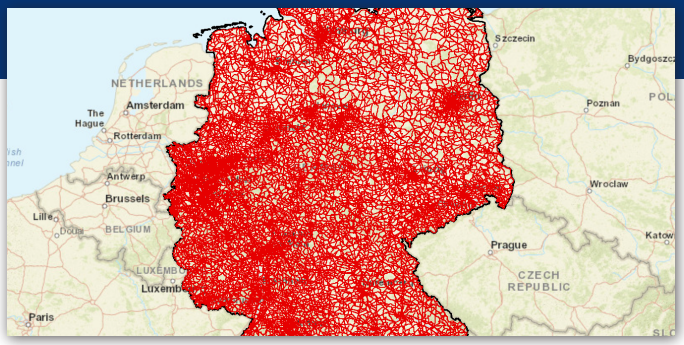
By 2030, there will be 8.5 billion people in the world with over 60% living in urban areas; and all these areas are in turn, connected by strategic road networks. Combined with sustained economic growth and increased efforts by cities on enabling multi-modal transport options, road traffic may continue to increase by up to 50%.

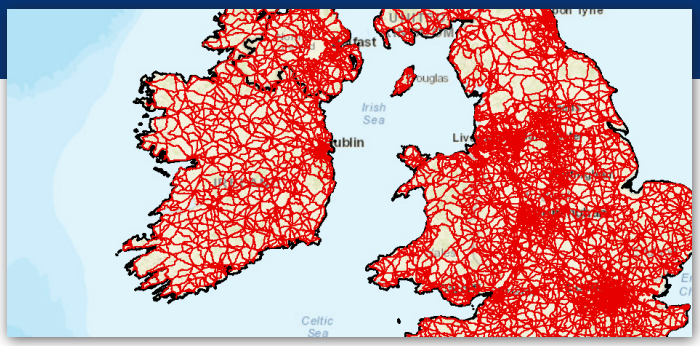
INRIX Roadway Analytics brings a unique set of in-depth analytical tools which enable transport agencies and road directorates to understand what is happening on their network, to benchmark and improve roadway performance, and to maximize the investment of public funds.

INRIX Roadway Analytics also allows users to perform analysis and create reports and other communication materials to convey information and recommendations to drivers, decision makers and the general public.

"Using INRIX data helps us to solve problems that were not possible to tackle in the past. With a high degree of accurate data coverage on strategic road networks as well as urban roads, we have a better understanding of traffic flow and the measures that can be taken to alleviate the impact of congestion."

Dr. Joachim Wahle • CEO TraffGo Road GmbH





For Road Networks:

- Access data on-the-fly, with much more coverage than traditional means, to analyze, visualize and understand roadway performance without the need for additional technology and training investments.
- Identify and compare locations that are operating sub-optimally, to help prioritize roadway improvements and investment of time and money.
- Perform before and after studies to quantify and communicate the impact of a roadway improvement or traffic event.

For Urban Areas:

- Perform before and after studies to quantify and communicate the impact of a roadway improvement or event (e.g. traffic signals or other ITS investment).
- Monitor and identify performance trends on key roads, corridors or segments daily, monthly or year over year.
- Produce and regularly report Key Performance Indicators (KPIs) on travel times, congestion reduction and other areas, such as emergency response times.
- Regularly monitor and compare roadway conditions at construction sites and make adjustments as needed to minimize construction impact on traffic flow.

INRIX is a global leader of connected car services and transportation analytics and our mission is to make movement more intelligent around the world. Our partners are automakers, governments, mobile operators, developers, and advertisers, as well as enterprises large and small. We are literally everywhere with over 450 customers and live coverage in over 60 countries, helping to move people, cities and businesses forward.

To find out more, visit our website **www.inrix.com/products/roadway-analytics** or contact us for a demo*: **europe@inrix.com**

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* Not Available in the United States