INRIX INTELLIGENT SOLUTIONS FOR URBAN MOBILITY

Advancing Mobility around the World, One City at a Time

Cities are dynamic, constantly in motion, and transport is fundamental to their social and economic development. However, the movement of people and freight or people and goods has become increasingly complex with explosive population growth impacting the safety of citizens, the ability to sustain a vibrant urban environment that is livable and provides an efficient transportation system.

As the leading provider of movement data and analytics, INRIX is here to help you evolve the quality of life in your city by enhancing the efficiency and safety of your road network. Informed decision making depends upon reliable data, and then the time and expertise to analyze that data. Big Data has disrupted how transportation agencies plan and operate. The challenge now revolves around how to leverage the power of Big Data. INRIX gives you the ability to mine, manage, analyze and communicate to your city leaders, stakeholders and the community.

We invite you to explore INRIX urban mobility solutions which can help optimize the performance of your roadways, measure effectiveness of projects, and plan the transportation networks required for the future.

Traffic Operations

- Study peak hours and travel time reliability
- Minimize traveler delays/ alert drivers of travel conditions and incidents
- Respond to incidents more quickly

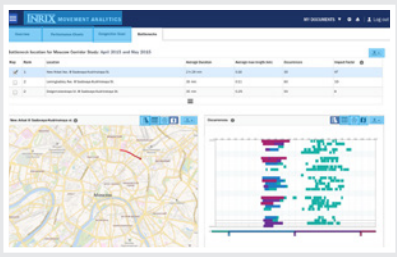
Infrastructure Planning

- Study, plan and report on transportation networks
- Understand potential impact of new projects and proposals – Before and after studies
- Identify bottlenecks and pain points
- Overcome freight mobility challenges

City Leadership

- Prioritize investment dollars
- Plan for long term resiliency and sustainability
- Create and analyze strategic policy recommendations
- Mitigate the economic impacts of traffic
- Create an autonomous vehicle deployment plan

Accelerate Mobility | Boost Efficiency | Increase Safety | Connect with Citizens



INRIX Performance Measures chosen by City of Columbus, Smart City Challenge Winner

SMART CITY CHALLENGE

PERFORMANCE MEASURES

On-demand Data as a Service platform to optimize roadway planning, performance and decision-making.

- 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 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.

TRIPS

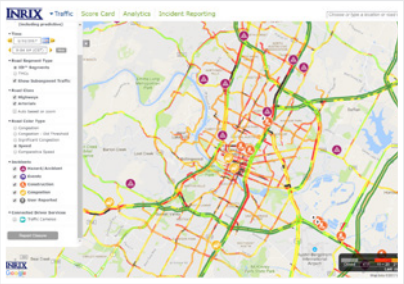
Accurate and affordable origin-destination analyses to better understand the movement of people and the journeys they take.

- Track trends and accurately calibrate models to make more informed decisions for transportation projects and investments.
- Utilizes the GPS network to construct trips to, from, within and through two or more user-defined spatial zones.
- Data can be constrained and segmented by time-of-day and day-of- week to provide planners a wealth of temporal and direction data, particularly useful in transportation demand modeling and roadway design.
- Outputs include report visualizations, shapefiles and CSV files.

500 TERABYTES
Data analyzed daily

29 MILLION
Parking spots covered

300 MILLION
Global data sources



TRAFFIC & SAFETY

A complete, granular and integrated picture of what's happening on city streets and roadways.

- Gathered from over 300 million sources, including commercial fleets, GPS, cell towers, mobile devices and more, INRIX calculates traffic at a 100m granularity and uses advanced algorithms and heuristics to ensure data is intelligently fused to true traffic conditions on your roads.
- INRIX provides the greatest coverage across types of incidents reported from 400+ integrated incident feeds. We provide 14.5% more live incidents, 40% more live + construction reports and 90% more unplanned road closures than other available solutions.
- Safety Alerts alerting drivers of hazards on the road ahead, including Incidents, Road Weather and Dangerous Slowdowns.
- Map agnostic with flexible data outputs.

ON- AND OFF-STREET PARKING, RESERVE & PAY

A comprehensive solution for cities to help citizens find, compare, reserve and pay for parking.

- Provides the best coverage where it matters most to help your residents and visitors easily find parking.
- Optimize capacity and revenues with turnkey payments and reservations.
- Communicate to drivers via your own web/mobile applications through INRIX API, or through a white labeled parking app.
- According to independent testing by SBD, INRIX Parking was the clear winner for data quality across all attributes and 12% higher than the competition for "core attributes" including entrance points, rates and hours.

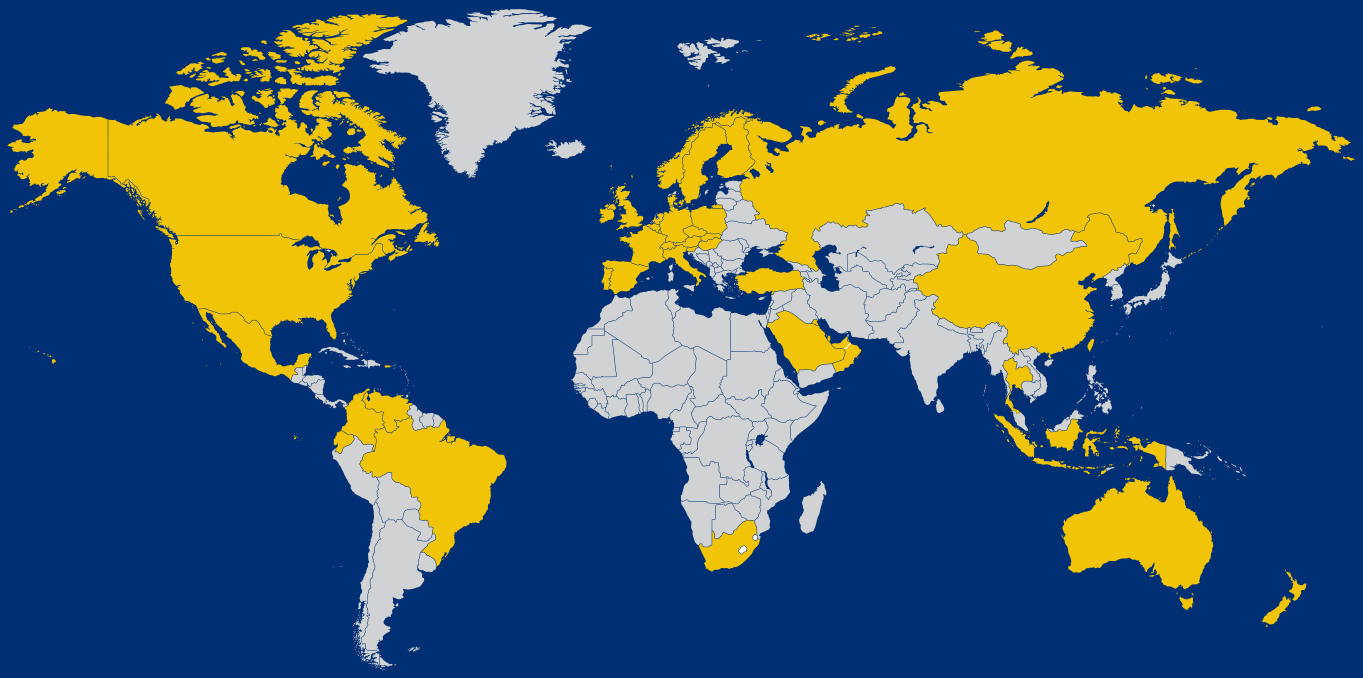
> "INRIX technology plays a key role in planning and measuring the impact of our transportation initiatives. The ability to access historical traffic data and visually analyze movement patterns helps us pinpoint areas that will most benefit from road or transit improvements."
>
> **Annie Nam,** Manager of Goods Movement & Transport Finance, Southern California Association of Governments

100 BILLION
Real-time data points delivered monthly

5 MILLION
Miles of road covered

15 MILLION
Connected cars worldwide powered by INRIX

INRIX



ABOUT INRIX

INRIX, a global leader of connected car services and transportation analytics, is leading the world in making movement more intelligent, leveraging vehicle connectivity, advanced parking management, dynamic data for city planning, and traffic flow optimization to make it safer, cleaner, more convenient and more enjoyable for people to get to where they need to go.

As a leading traffic intelligence platform, INRIX delivers intelligent technology, data and analytics to help improve urban mobility. We believe in the power of partnership to solve the toughest transportation challenges and work across the ecosystem with automakers, governments, mobile operators, developers, advertisers and enterprises, large and small, to help move people, cities and business forward.

TRUSTED BY LEADING GLOBAL BRANDS

FDOT · SIEMENS · BMW · Audi · Baltimore Metropolitan Council · PENNDOT

Microsoft · NDOR Nebraska Department of Roads · METROPOLITAN TRANSPORTATION COMMISSION · IOWA DOT

Contact INRIX for a Sample Dataset | Visit: www2.inrix.com/urban-mobility-solutions