



Beating the Traffic

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Mobility: Freedom, prosperity, fun...



Cost of Mobility



In 2009:

- Safety: 1,7 - 2,3 % GDP
- Congestion: 0,9 - 1,2 % GDP
- Environment: 0,3 - 1,4 % GDP

TOTAL: 3,0 - 4,9 % GDP

Source: KiM Mobiliteitsbalans 2009, CPB 2004, I&M 2008



TOMTOM 



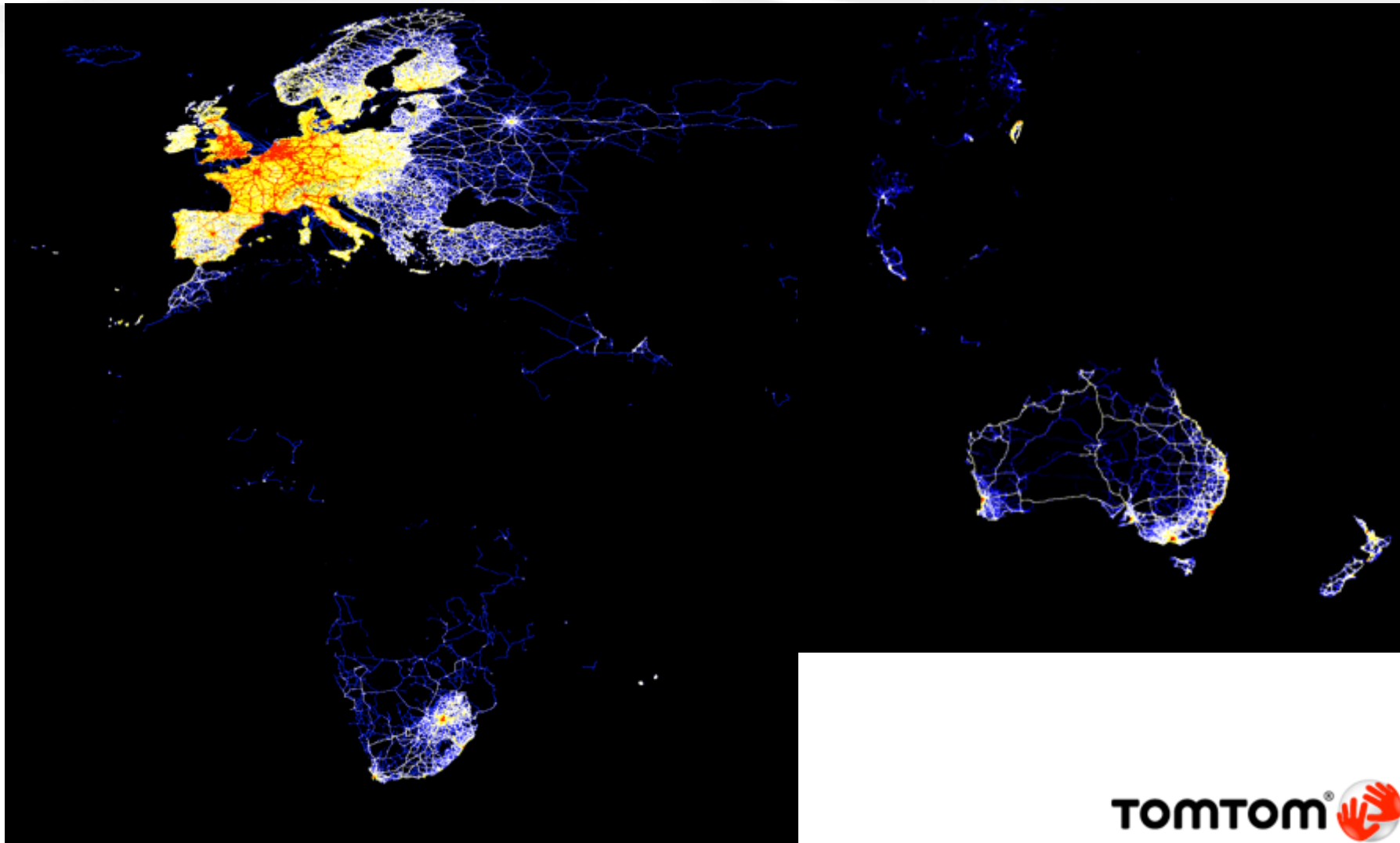
V2V in practice: TomTom Using Community Feedback (V2I2V)

- TomTom has more than 80 Million customers
- Most of them are willing to contribute to make TomTom's systems better (eg Mapshare)
- TomTom uses its connected navigation strategy to establish this



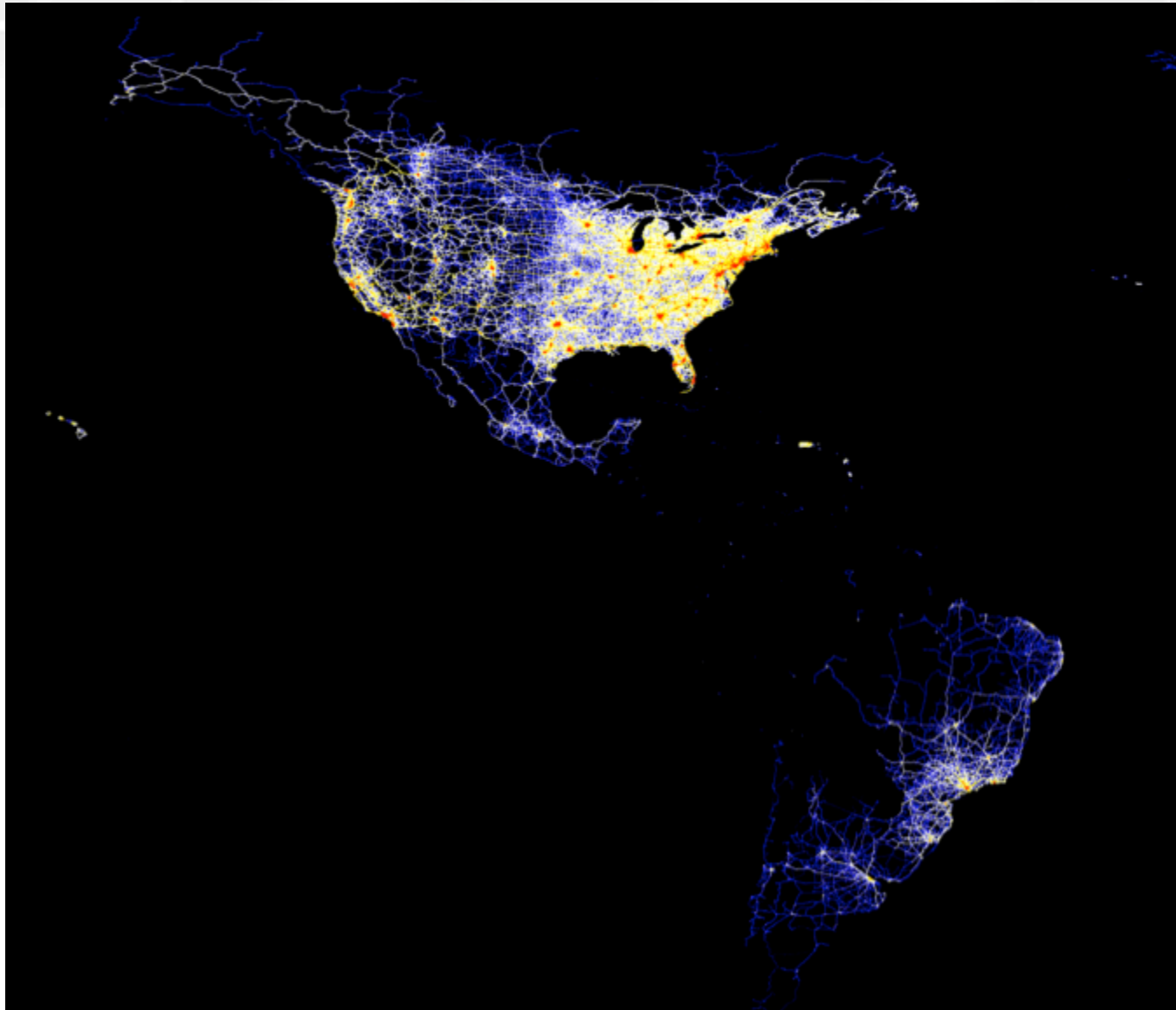
TomTom Floating Car Data

Anonymous location and speed information from the TomTom community



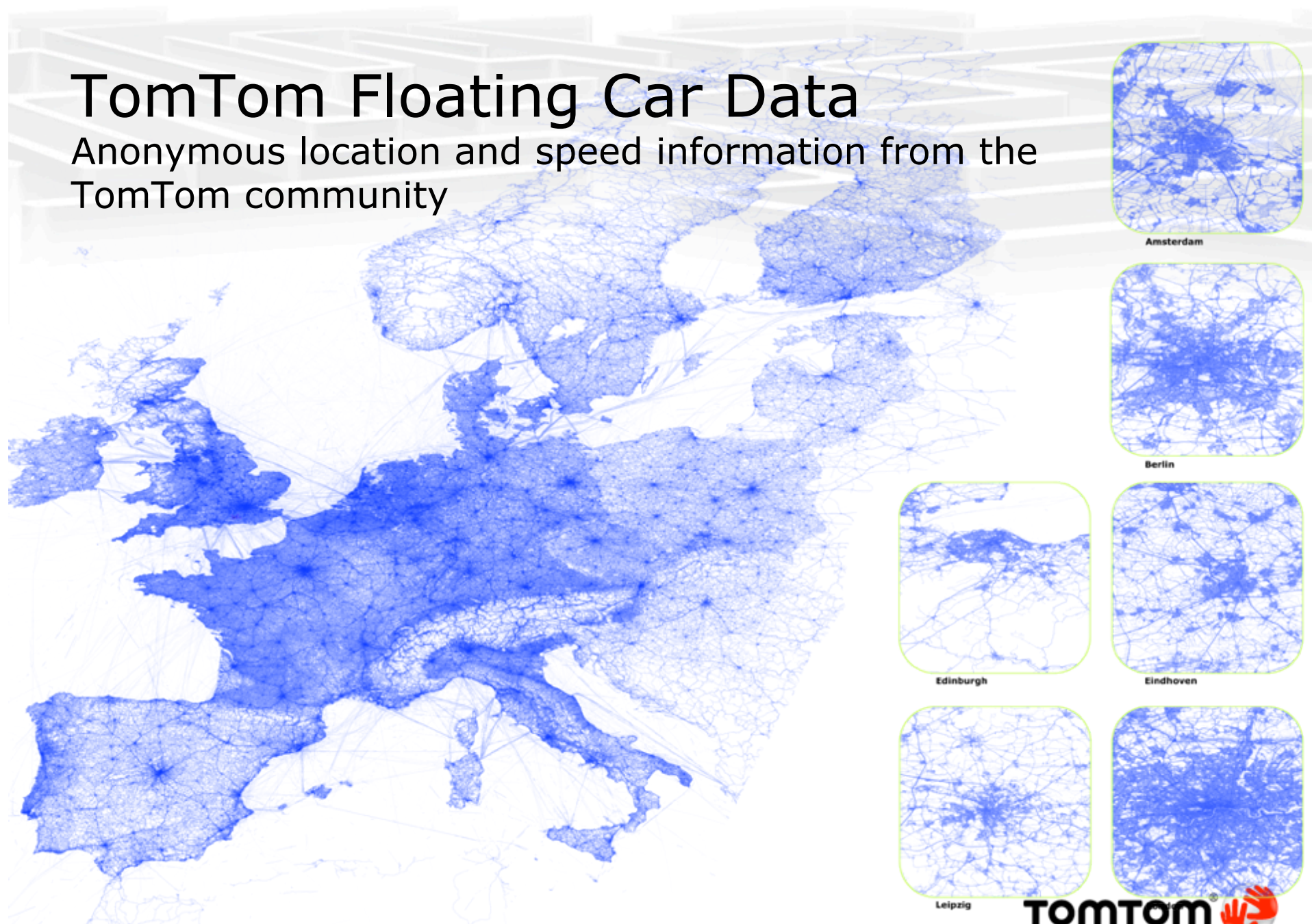
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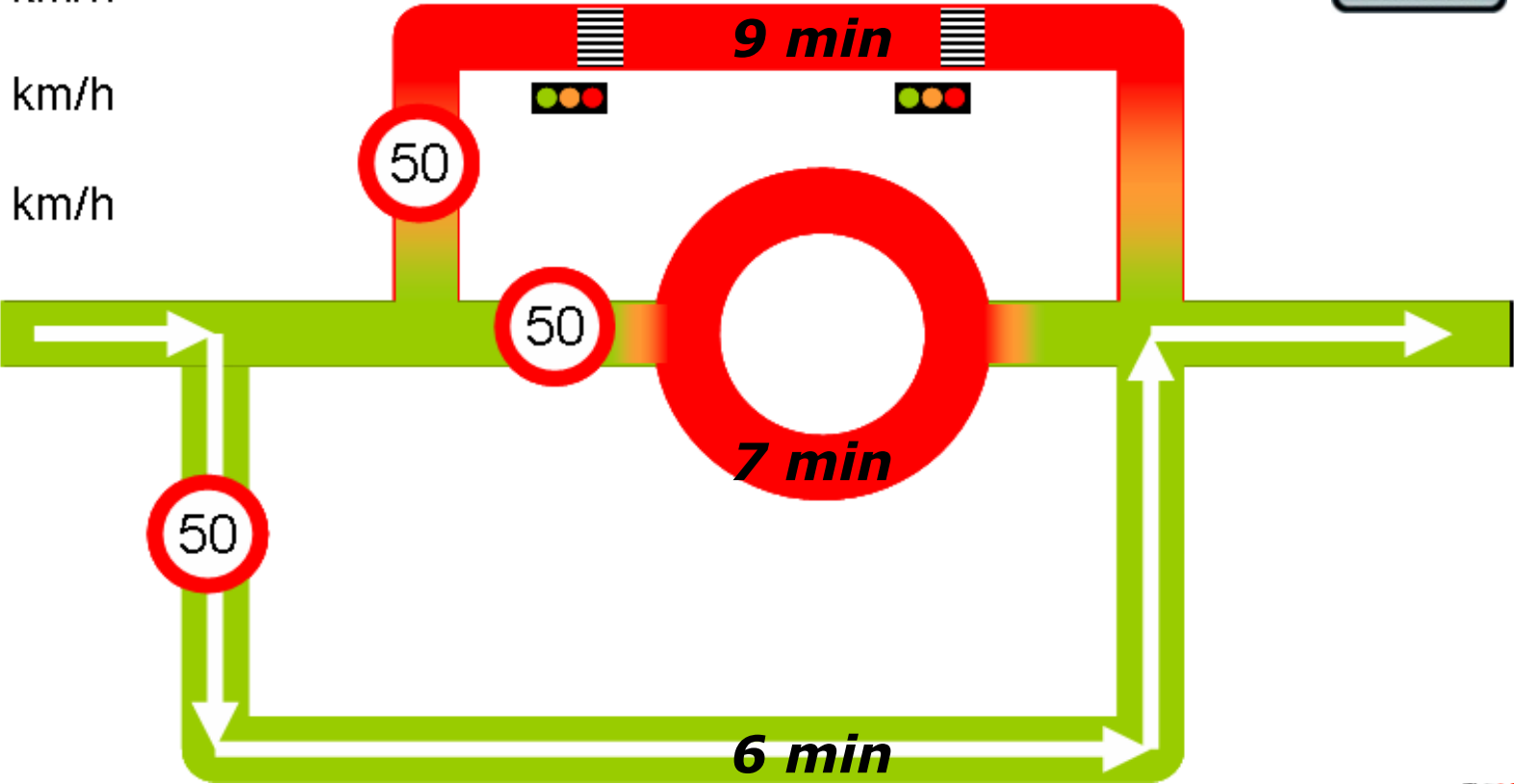
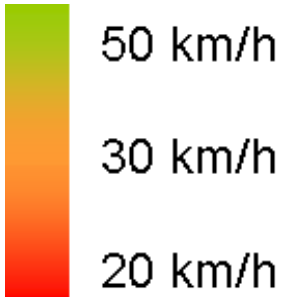
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Using Community Feedback for Better Routing

TomTom IQ Routes navigation system:



www.tomtom.com/livetraffic



Shopping cart | MyTomTom login | Create account

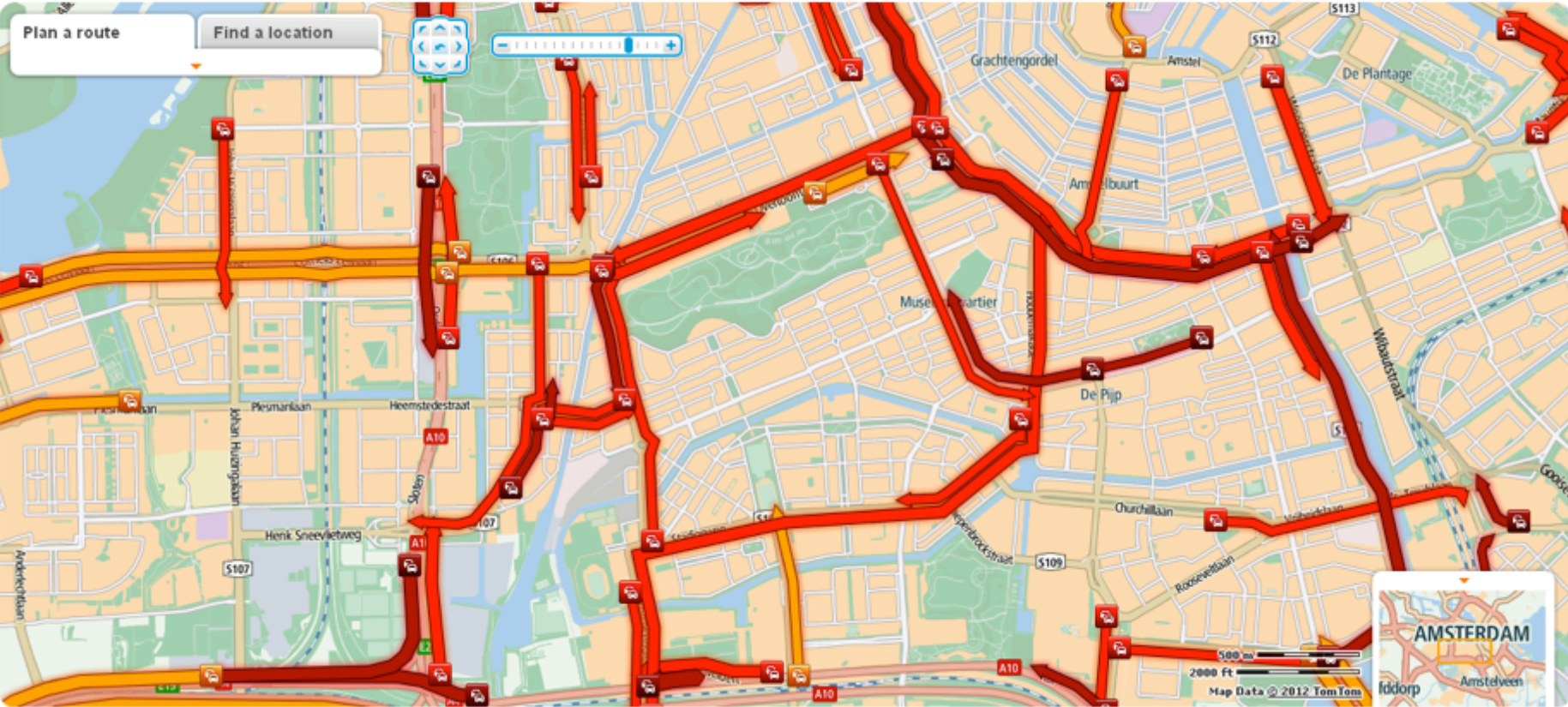
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English

Route Planner

Link | Legend | Help | Print | Home location

Show traffic information updated 1 min ago



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The next major step

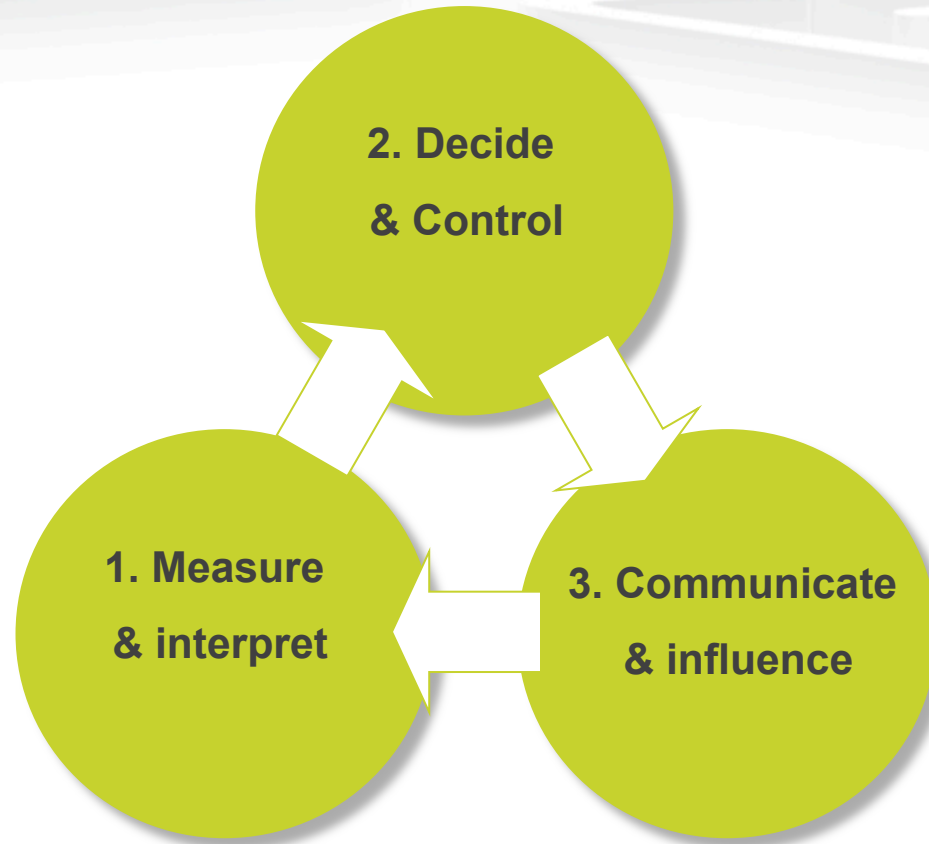
***“Using the assets of connected
navigation devices***

→ Traffic Data

→ Eyeball attention

for traffic management”

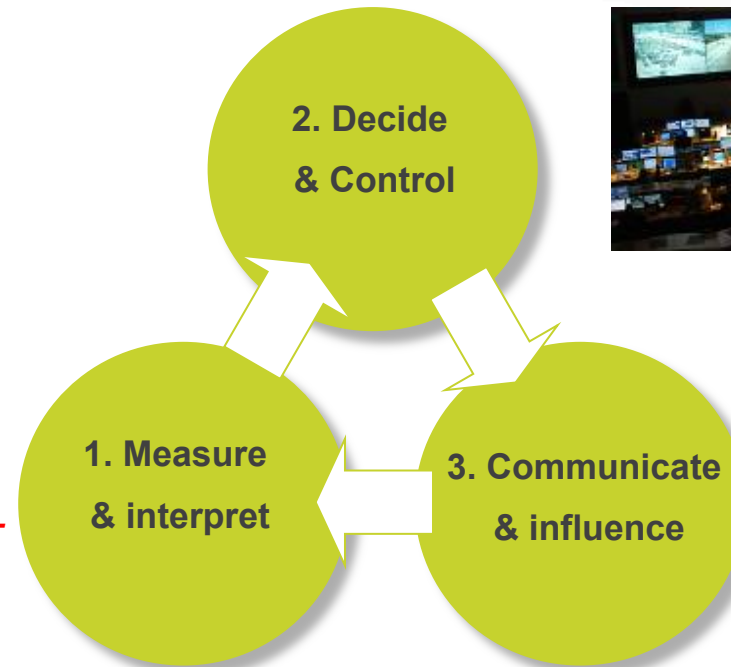
Traffic Management process



The current Traffic Management process

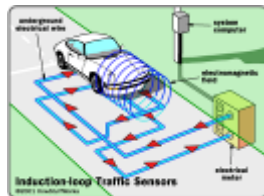
Traffic Management Centers

Low degree of automation, high human capital cost, inflexible, only feasible for big cities or regions



Government owned Data-acquisition

Infrastructure based, high cost, high maintenance, non-scalable equipment, limited network view

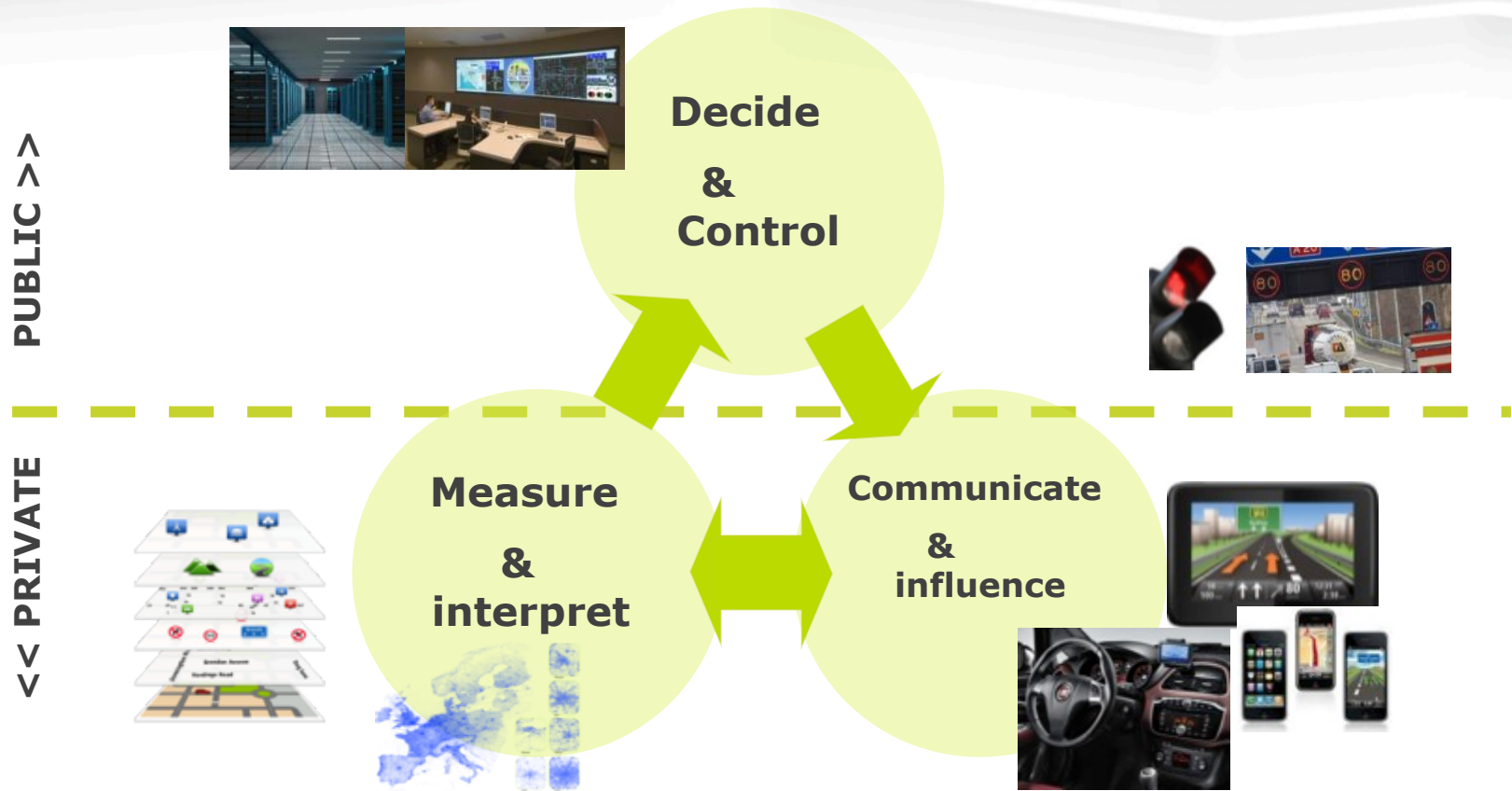


Top-down traffic control
Expensive equipment, low follow-up of public signing

Traffic Management 2.0: In-car centric TM

Traffic Management Centers

More data leads to increased automation



Buy data

Data offered by market

Communicate in-car

In Public Private Partnerships



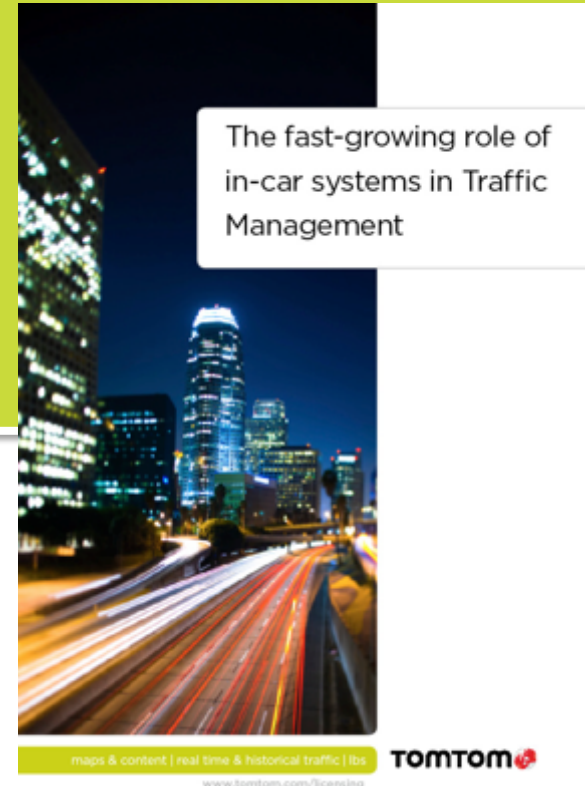
Theses

- The connected car will not only outsmart the driver (at least most of them), it will also outsmart road authorities on traffic management
- Traffic management is evolving to a self-steering system of well-informed individuals, within a societal accepted borders, and will by definition be a public-private partnership. In the future everybody is informed: being in a traffic jam will be a voluntary and planable event.
- Road authorities can massively safe on road furniture. We'll see a move back to two-dimensional basic roads.

Thank you

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