INRIX
From Traffic Data To Weather...A Natural Evolution
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The INRIX Business Today

Connected Car Services

Analytics & Applications

Traffic Data & Platform
World’s Largest Traffic Probe Network

More than 250+ Customers To-date
Positioned at the Intersection of Powerful Trends

- Increased congestion
- Big data & real-time analytics
- Vehicle connectivity
- Environmental responsibility
- Crowdsourcing & cloud services
- Public sector traffic mgmt
- Global urbanization
- Mobile device proliferation
INRiX Infrastructure – Moving Beyond Traffic

Our traffic data platform already ingests multiple data feeds from connected vehicles

Key benefits

- Real Time Data & Analysis
- Hyper Local Information
- Expanded coverage
- Enables new use cases (xFCD)

Enhanced processing

Big data inputs

- Mobile apps
- Media reports
- Social media
- Commercial services
- DOT feeds
- Connected vehicles (xFCD)
Floating Car Data – Today & Beyond

Current Use Case - Traffic

Potential For The Future

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Ability to build on the success of our traffic data services to provide even more value from aggregated xFCD data to its customers (OEMs & public sector).

Key next scenario: Improving *driver safety* through real time *road* weather alerts
Answering A Need – INRIX Road Weather

The Market Need

Feedback from Auto OEMs
- Need more features to demonstrate clear value of connectivity (esp. in real time)
- Improving driver safety is key
- Building towards autonomous cars

Feedback from State DOTs
- Need additional data to complement existing fixed sensors
- Hyper local road weather data can be expensive & tough to scale
- Interest in collaborating with private sector to leverage connected vehicular data

Extended Use Case - Weather

How It Will Work: Real time aggregation & processing of vehicular xFCD data containing weather related attributes to generate severe road weather alerts
INRIX Road Weather Alerts - Details

The Product

• Data alerts – generated in real time from vehicular weather ‘events’ (updated every 5 min)
• Precisely geo-located – for placement on a road and map
• Will cover all critical road weather events: ice, snow, heavy rain or wind, fog, flooding, etc.
• Initial coverage focus: US highways
• Sources: OEM & fleet vehicles
• Key input data: ambient temperature, light status, brake status, time, GPS location + more when available

Potential Use Cases

• OEMs: Safety alerts embedded in their connected head units
• State DOTs:
  • Real time road information
  • Deployment of resources
  • Historical analysis
Benefits to State DOTs

- **Extends coverage** of monitored roadways – fills in the gaps
- **More accurate information** on road conditions (surface level)
- **More cost efficient** & scalable solution (vs. physical sensors)
- Enables **more directed guidance** for Road Maintenance services
- Allows for specific **road conditions performance metrics** (thru real time and historical analysis)
- More information helps **reduce snow & ice tort liability**
- **Maintains end user privacy** – all data anonymized

*Let us know if you want to learn more & participate*
Thank You!
Overall Project Timing

The Road Weather Alerts service is a strategic new investment area for INRIX. Our first deliverable is a working proof of concept to be shown at ITS Americas in early September.

**PoC development**
- Recruiting data sources
- Development & integration with NCAR
- Testing

Apr – Aug ‘14

**Demonstration**
- Show results from live PoC
- Target showcase: ITS 2014

Early Sept ‘14

**Productization**
- Additional data recruiting for scale
- Build out & deploy full system

Q1 2015

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