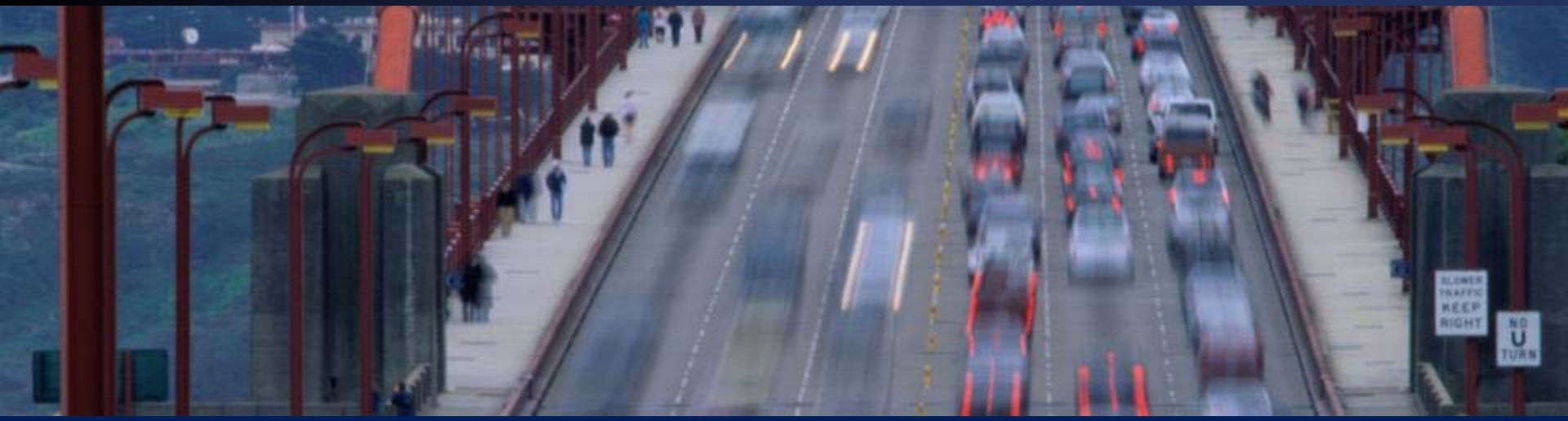
INRIX Overview

Bryan Mistele
President & CEO



Beyond Oil: Mobility Hubs
October 23, 2009

Traffic Congestion's Effects on Society

- More cars are on the road than ever before
- Traffic is significantly hampering economic activity
- CO_2 emissions continue to rapidly rise
- Negatively impacting quality of life

Traffic Congestion Wastes:

- Time
- Money
- Billions of Litres of Petrol

Two Paths to Solving Traffic Congestion

Traditional (Government)

Top-down through policies & legislation

- Build massive new infrastructure
- Investments in buses, subways, trains & other public transport
- Road congestion pricing
- Hybrid and alternative energy engine technologies

→*Are these technologies and policies enough?*

New (Empower Individuals)

The "Democratization" of Traffic & Travel Information

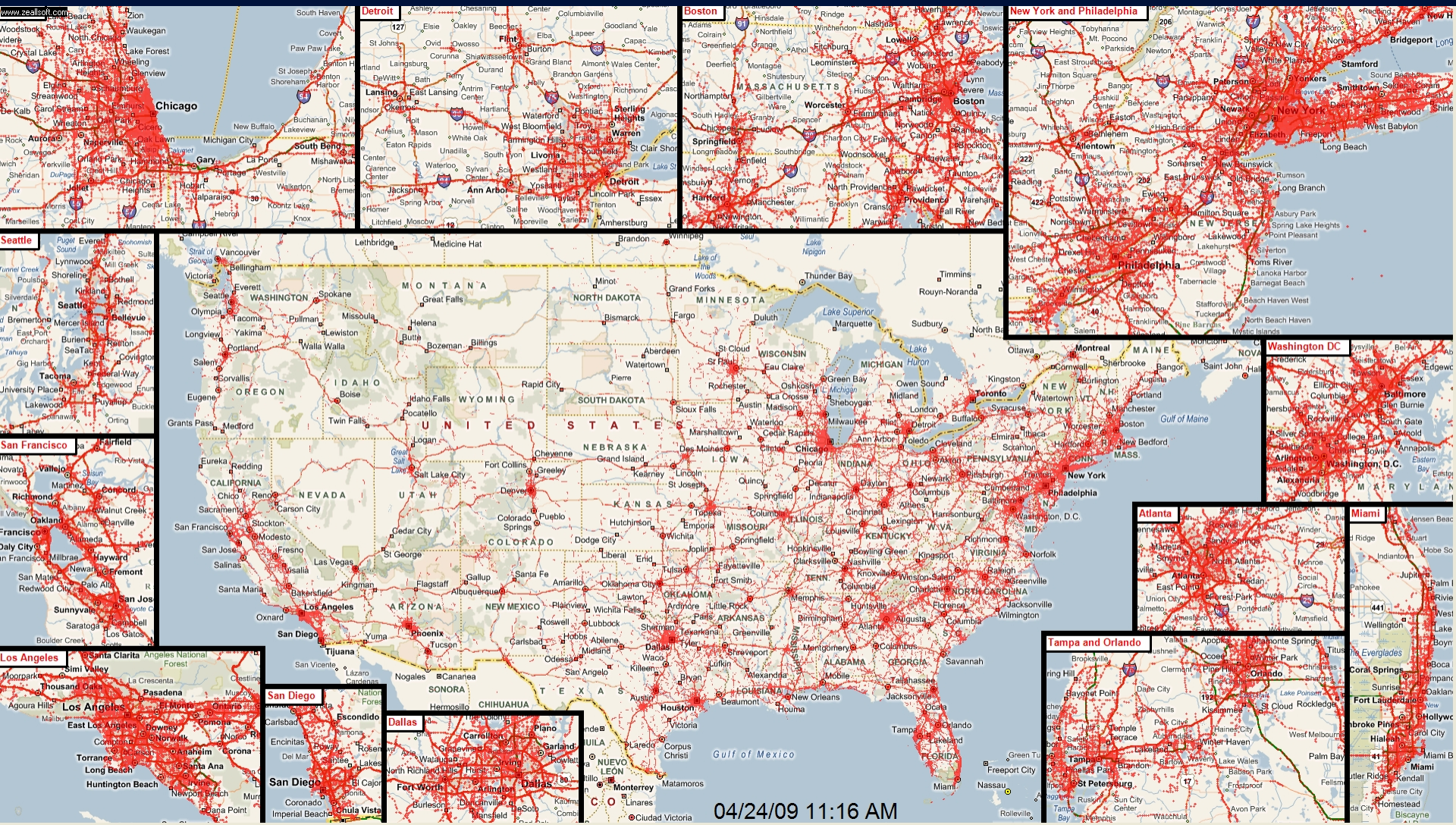
- Better traffic information to consumers in a timely manner
- Social traffic networks
- Traffic-influenced routing
- Collaborative & predictive routing

→*A more effective choice long-term?*

→ *The ideal approach combines government **and** individual empowerment*

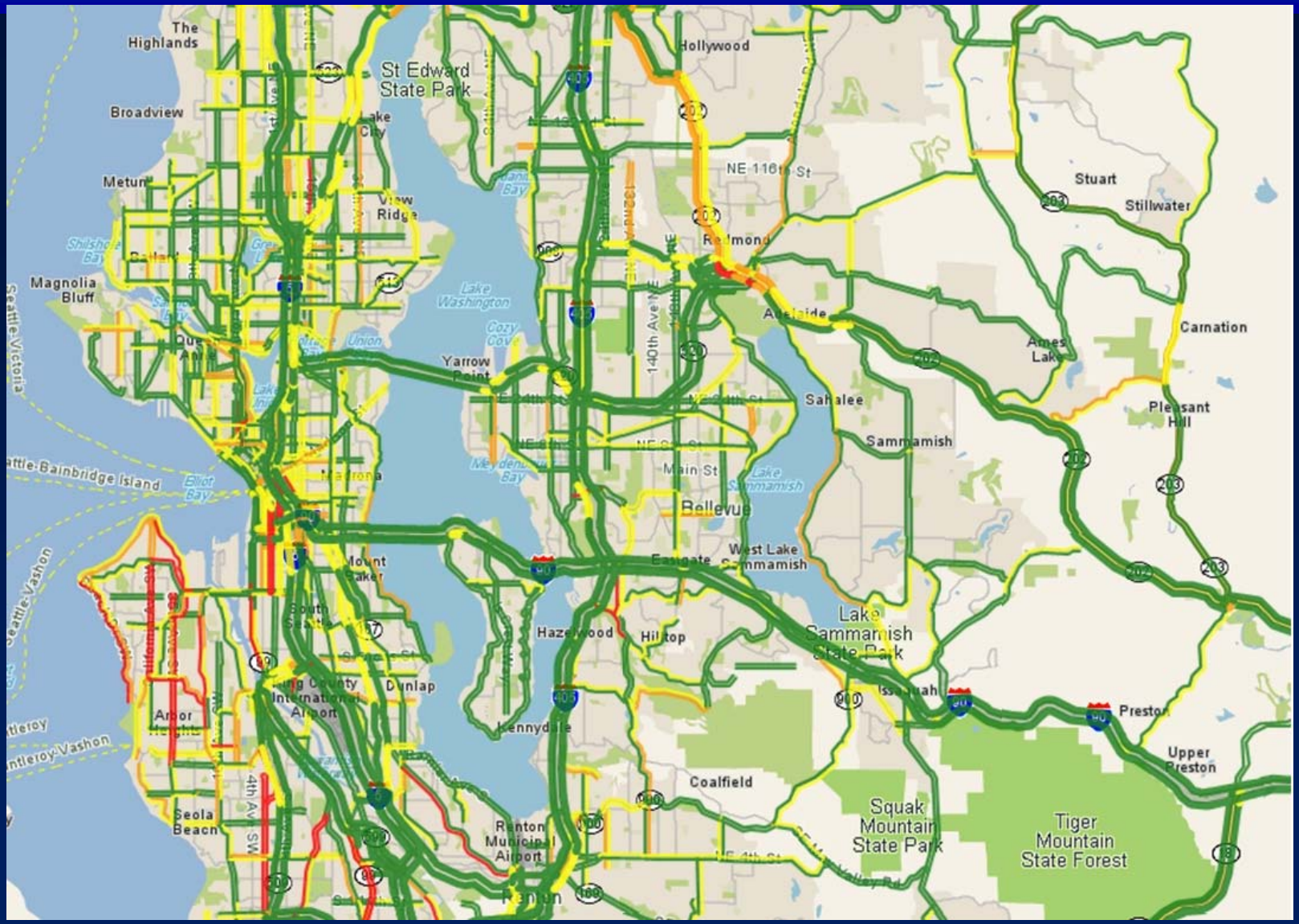
Crowd-Sourcing Travel Information

More than 1.3M users across the country reporting data every minute



INRIX Traffic Coverage

Seattle



Key Crowdsourcing Drivers

Exponential growth of GPS-enabled mobile and embedded devices in the market

Massive shift to 2-way device connectivity and phone integration with the car

Significant leaps in software technology innovations and applications

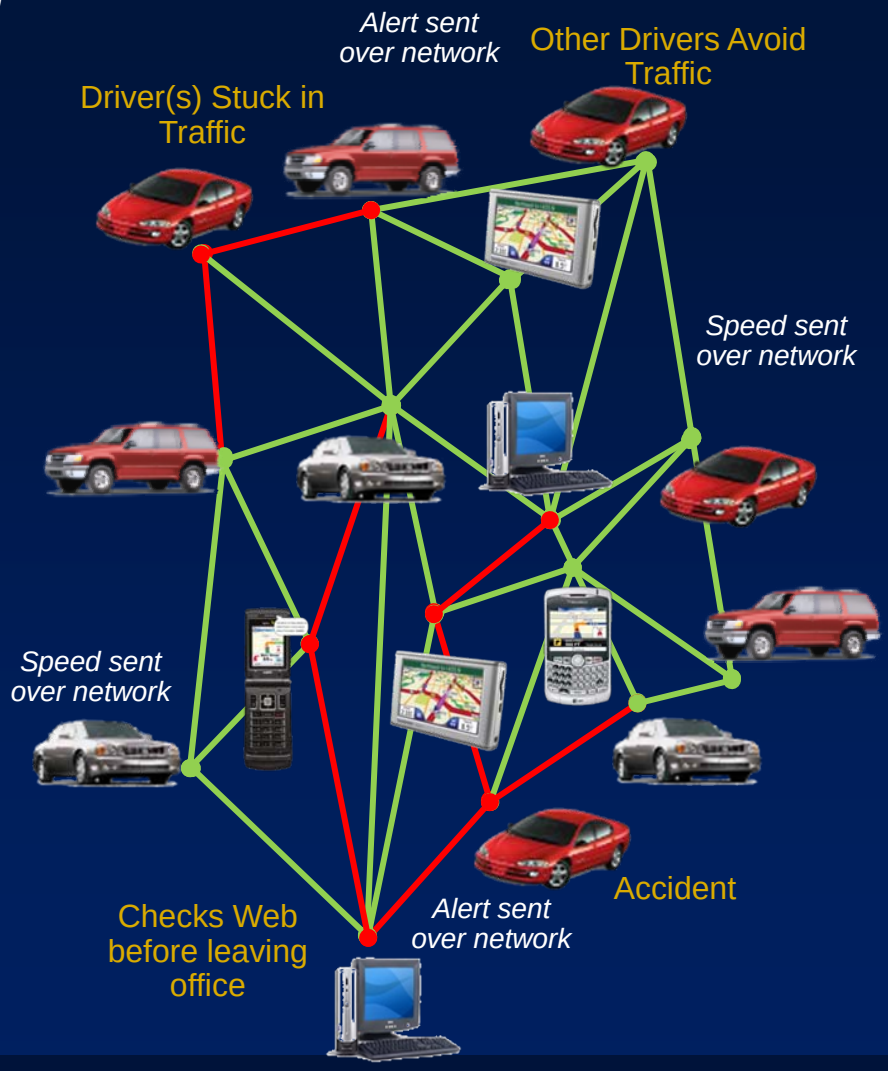
Willingness of consumers and businesses to contribute and/or derive benefits from crowdsourcing

“Network Effect” of Crowd-Sourcing

“Network Effect” enables consumer choice

→*Tens of millions of individuals ‘contribute to’ and ‘benefit’ from the information network*

- Significantly broader traffic coverage
  - Road segments → Road networks
  - City → Country → Pan-Europe
- Higher quality information
  - Incident → Flow
  - Real-time → Predictive
  - Disconnected → Connected
  - “Dumb” Routing → Time-Sensitive/ Traffic-aware routing
- Improved safety
  - Automatic crash response
  - Emergency routing
  - User generated incidents



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