

“Google's mission is to organize
the world's information and make it
universally accessible and useful”

– Google™

Solution Platforms from Google Enterprise



Search
Appliance



Geospatial
Maps & Earth



Google Apps
for Government
and Education



Cloud Services
IaaS, PaaS



Chromebooks
Devices





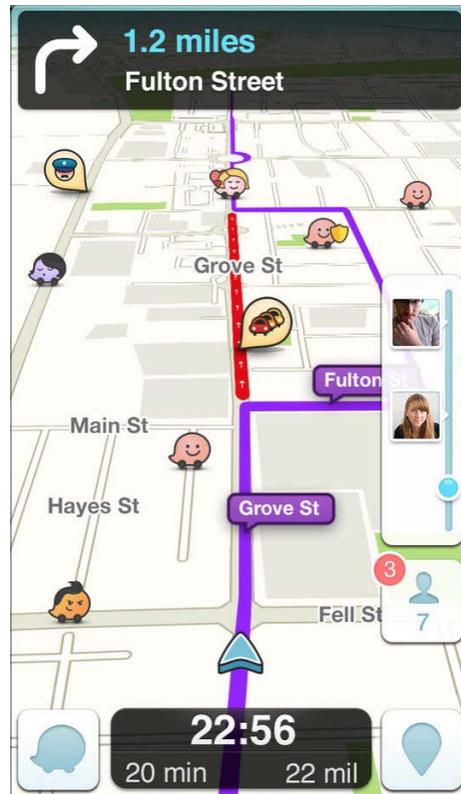
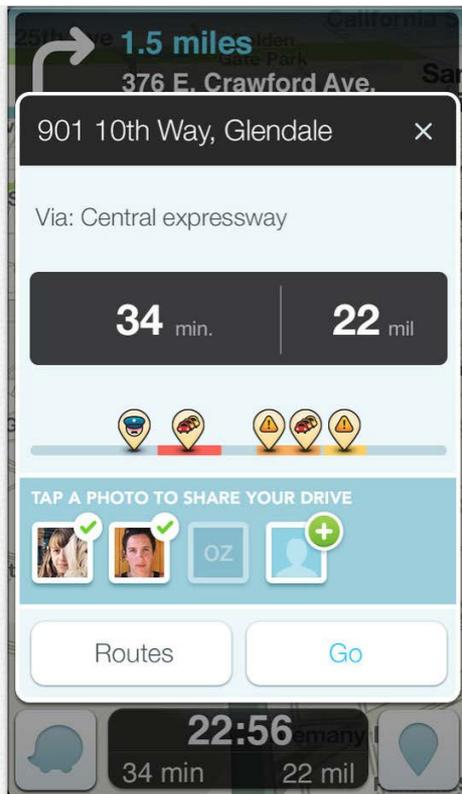
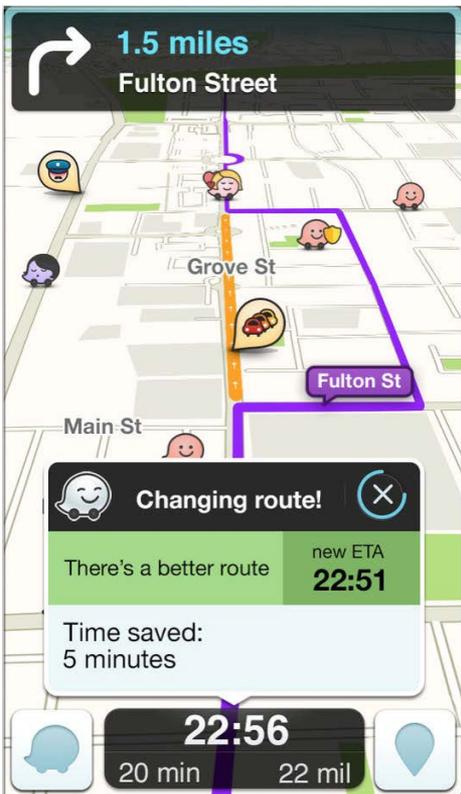
waze

OUTSMARTING TRAFFIC, TOGETHER

Waze Mission

**Save 5 minutes/day every day
for every driver**





HOW DOES IT WORK?



Drivers community

Sharing real-time traffic information & road alerts



Map Editors community

Keeping the Waze map most up-to-date



Local Governments

Working with local governments to update upon road closures and traffic related alerts

GLOBAL TRAFFIC CENTER

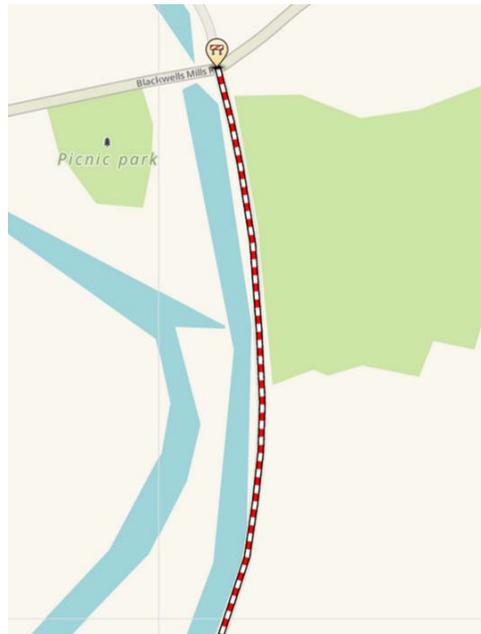
Major Traffic Events



Road closures
updated on the map



Traffic alerts around the event updated in real-time



Road closure view on the map



Avoid traffic from Chicago Marathon!

 **With Waze you're all set!**
Due to the Chicago Marathon, major road closures are expected.

 **Thanks to the community,**
Waze maps are updated to reroute you around closures with the fastest route.

[Click here](#) to find out which roads are closed and track real-time updates.

Email friends

Tell your friends to use Waze to avoid traffic.

Inbox received to notify Wazers

GLOBAL TRAFFIC CENTER

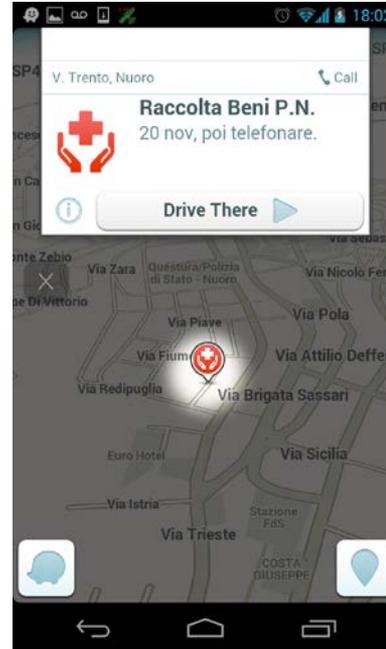
Crisis Events



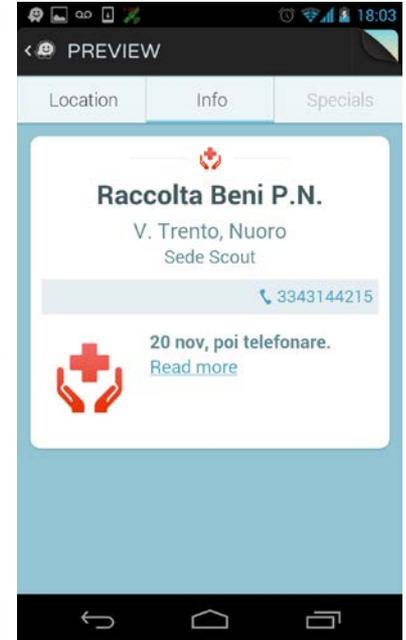
Locate all Emergency centers around the affected area



Detour traffic around the crisis area

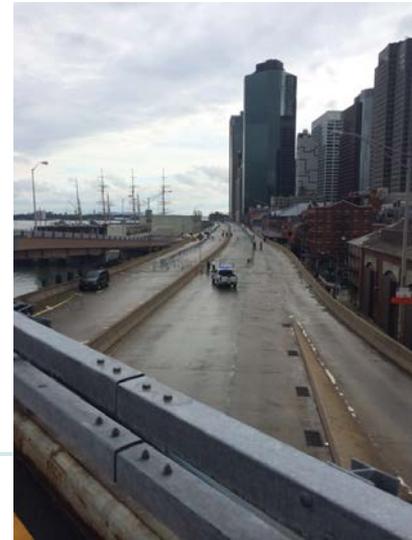
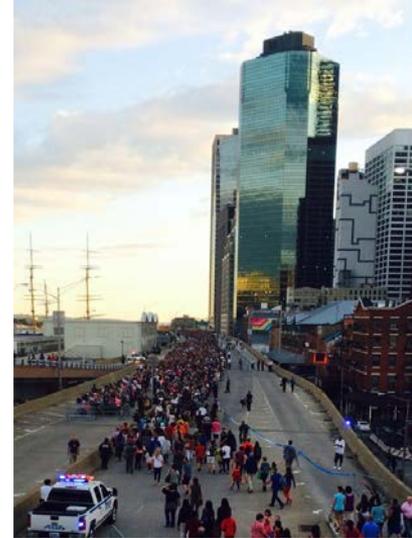
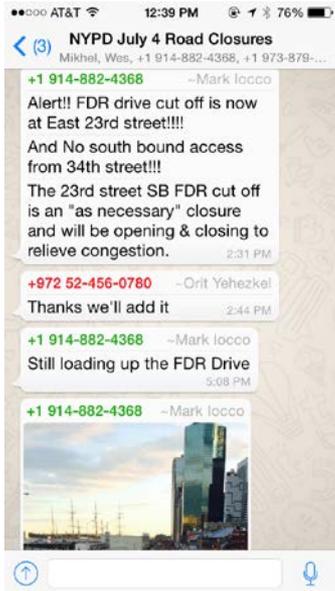


Emergency center pin - view on the map



More info about the emergency center

NYC 4TH OF JULY Collaboration



NYC 4TH OF JULY

Results



Avoid traffic from NYC July 4th Celebration!



With Waze you're all set!

Due to the NYC July 4th Celebration, major road closures are expected.



Thanks to the community,

Waze maps are updated to reroute you around closures with the fastest route.

[Click here](#) to find out which roads are closed and track real-time updates.

37.5%

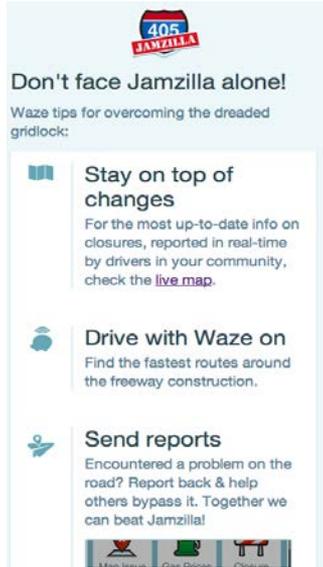
CTR from inbox opens
(Average CTR 6%-8%)

14%

Inbox open rate
(Average open rate ~10%)

Jamzilla, Los Angeles

Collaboration & Results



38%

CTR from inbox opens
(Average CTR 6%-8%)

22%

Increase in Daily Registered Users

Connected Citizens: Wazers and Rio

The screenshot displays the Waze web interface for Rio de Janeiro. At the top, the header includes the 'RIO PREFEITURA' logo, the text 'RIO DO RIO ESTÁ EM ESTÁGIO DE ATENÇÃO', and a red warning icon with the text 'Existe(m) bairro Cidades Informação e Notificação'. Below the header, the interface is divided into several sections:

- Left Panel:** Contains a 'Canais' section with 'Detalhar Geopacal' and 'Detalhamento' options. A 'Tráfego parado' section features a live traffic camera feed showing a road with several cars. Below this is a 'Câmbios do evento' section with a 'Previsão de usuário' and a 'Preferências' section.
- Center Panel:** Displays a 3D satellite map of Rio de Janeiro. A red polygon highlights a specific area. Numerous red markers are placed on the map. A text overlay on the map reads 'AS 17:00,H. EVENTO PROJETO AQUARIUS NA BARRA DA TIJ'. A 'Monitorando' list is visible on the left side of the map, including items like 'Presidência Vargas x Rio Branco', 'Pluv. nível forte', 'Pluv. nível fraco', 'Pluv. nível moderado', 'Pluv. nível muito forte', 'Nível médio', and 'Nível médio-'. A 'Mapa 3D' control is at the top left of the map area.
- Right Panel:** Titled 'Câmeras com chave vibrat', it lists '4 pluviômetros com chuva nesta' and 'Câmeras com visibilidade possível'. It includes a list of camera locations: 'n.72 - R. Conde de Bonfim', 'n.344 - Rua Conde de Bonf.', 'n.345 - Estrada das Furnas', and 'n.349 - Rua Uruguai x Av. M'. A note indicates '* distância máxima do pluviômetro'. Below this is a 'Câmeras mais próximas' section with expandable categories: 'Galeria Waze', 'Incidentes', 'Nível dos Ilus', 'Piscinas', and 'Tarifas Datamining'.

At the bottom of the interface, there are sections for 'Monitoramento de incidentes' and 'Monitoramento de incidentes'.

Thank you!

diann@waze.com

shrangan@google.com