



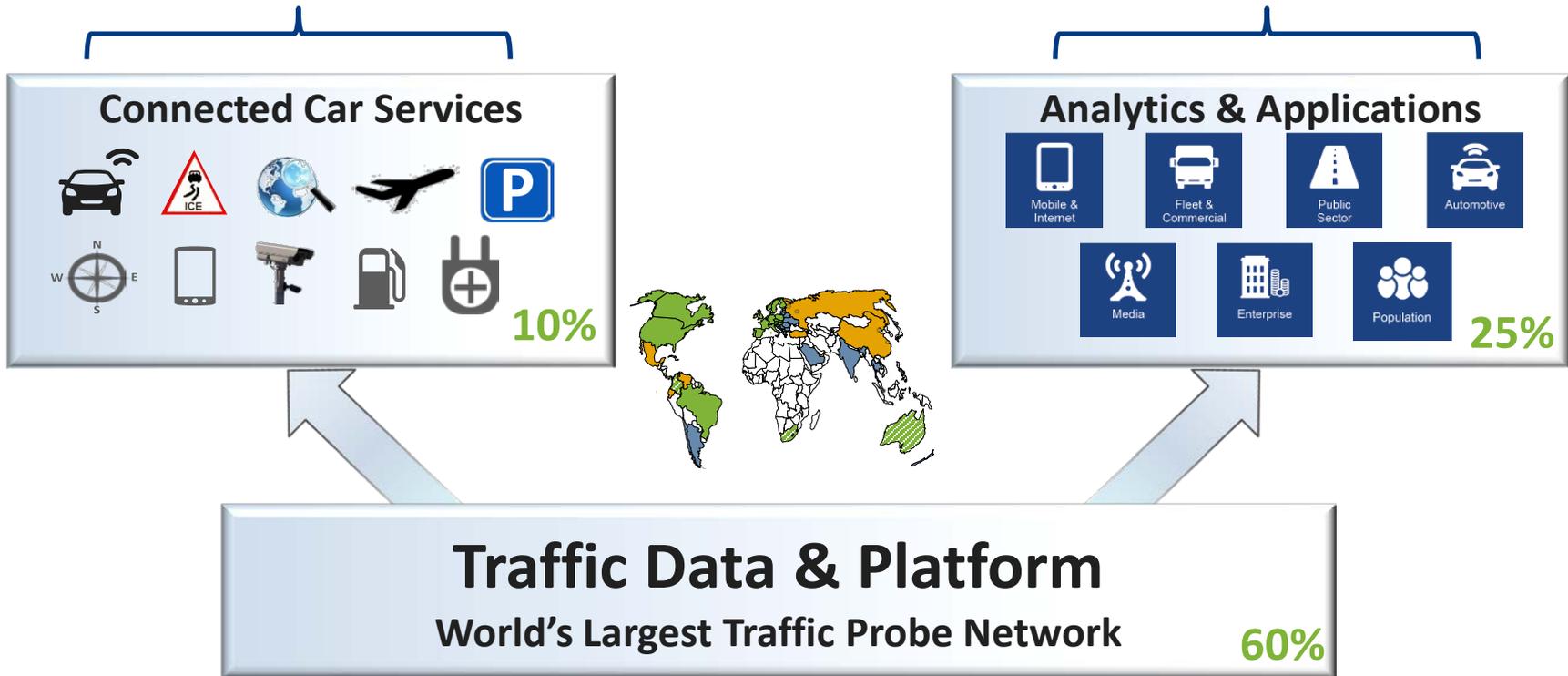
# INRIX

## From Traffic Data To Weather...A Natural Evolution

Mark Pendergrast

Director, Product Management

# The INRIX Business Today



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

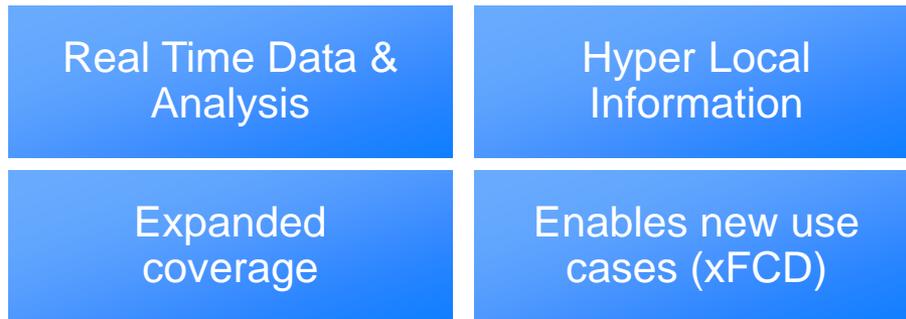
Big data inputs



Enhanced processing

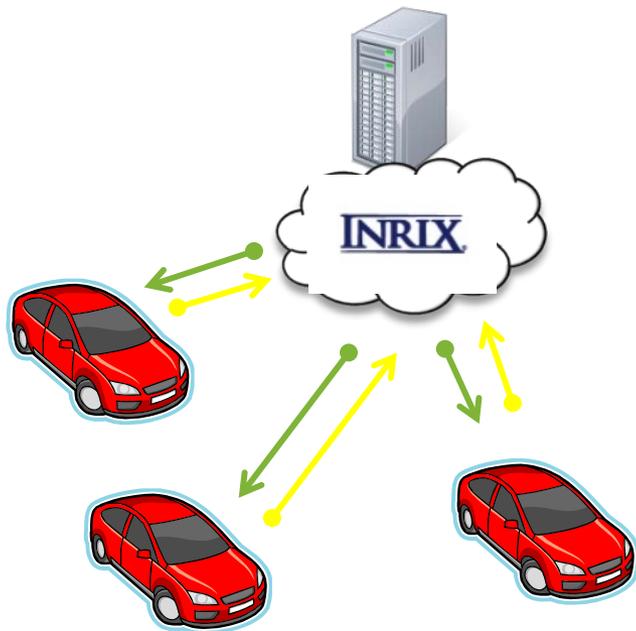


Key benefits



# Floating Car Data – Today & Beyond

## Current Use Case - Traffic



INRIX collects & aggregates billions of individual data points in real time, including connected vehicles, where we leverage a 2-way data pipe.

## Potential For The Future

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

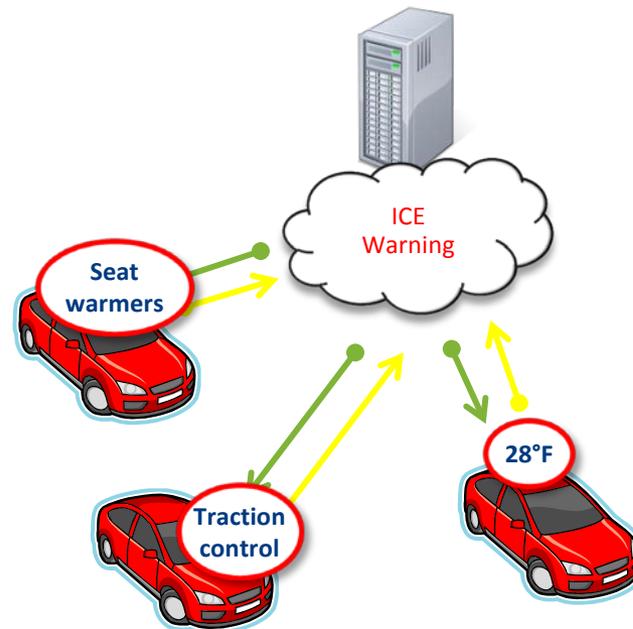
### Feedback from Auto OEMs

- 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:



# 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

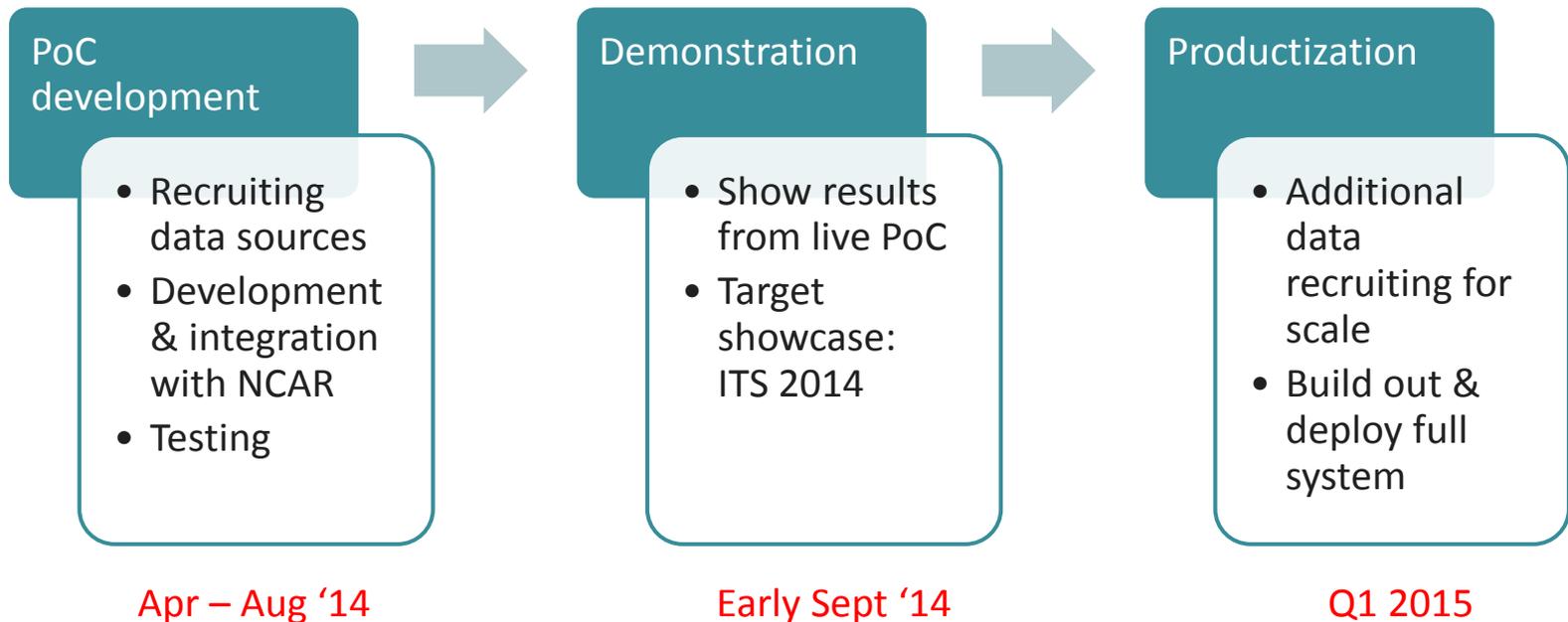
***Let us know if you want to learn more & participate***

***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.



*Let us know if you want to learn more & participate*