



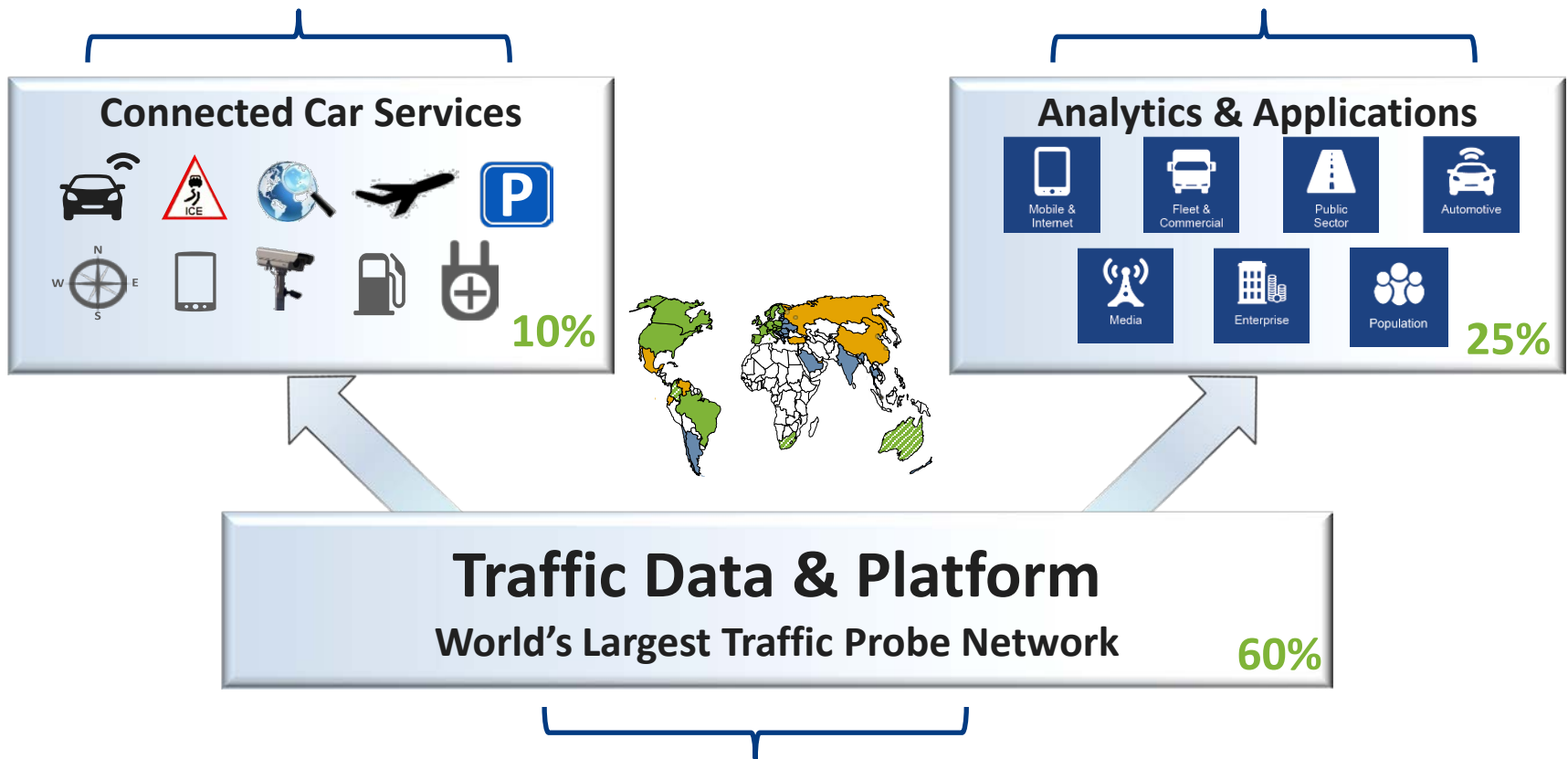
INRIX

From Traffic Data To Weather...A Natural Evolution

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The INRIX Business Today



More than 250+ Customers To-date

Positioned at the Intersection of Powerful Trends



INRIX Infrastructure – Moving Beyond Traffic

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

Big data inputs



Enhanced processing

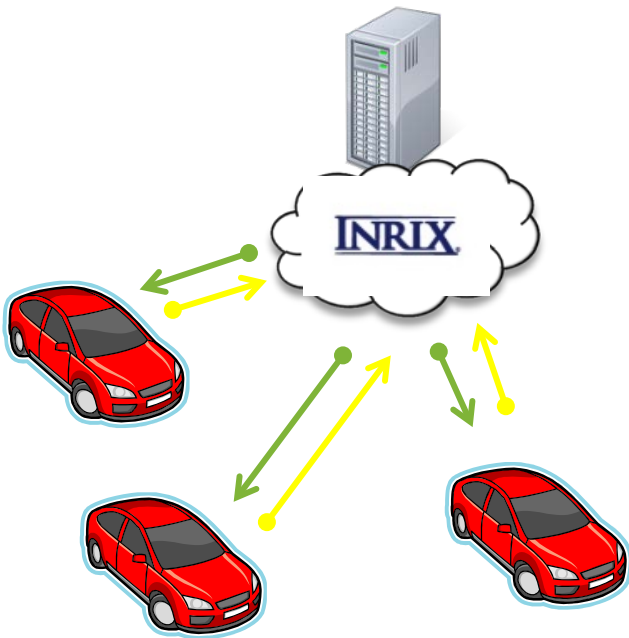


Key benefits



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

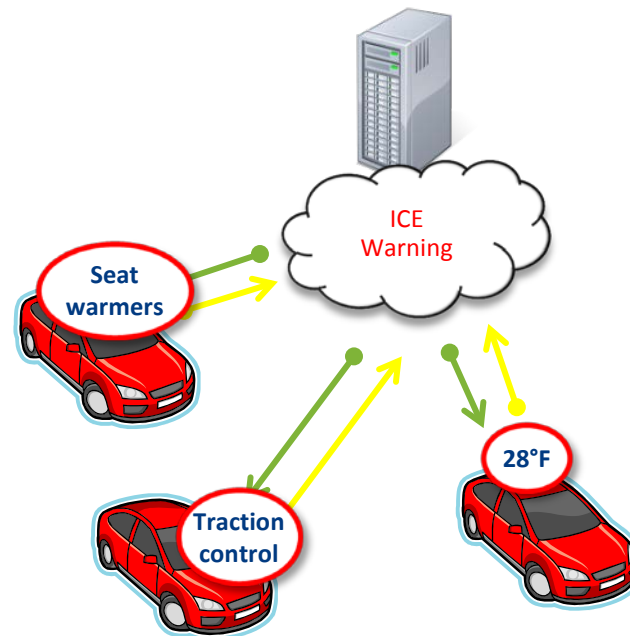
Feedback from Auto OEMs

- 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

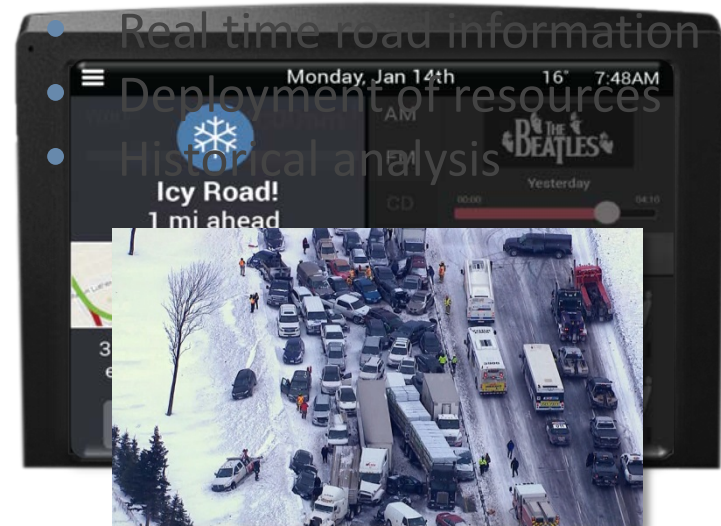
INRIX Road Weather Alerts - Details

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

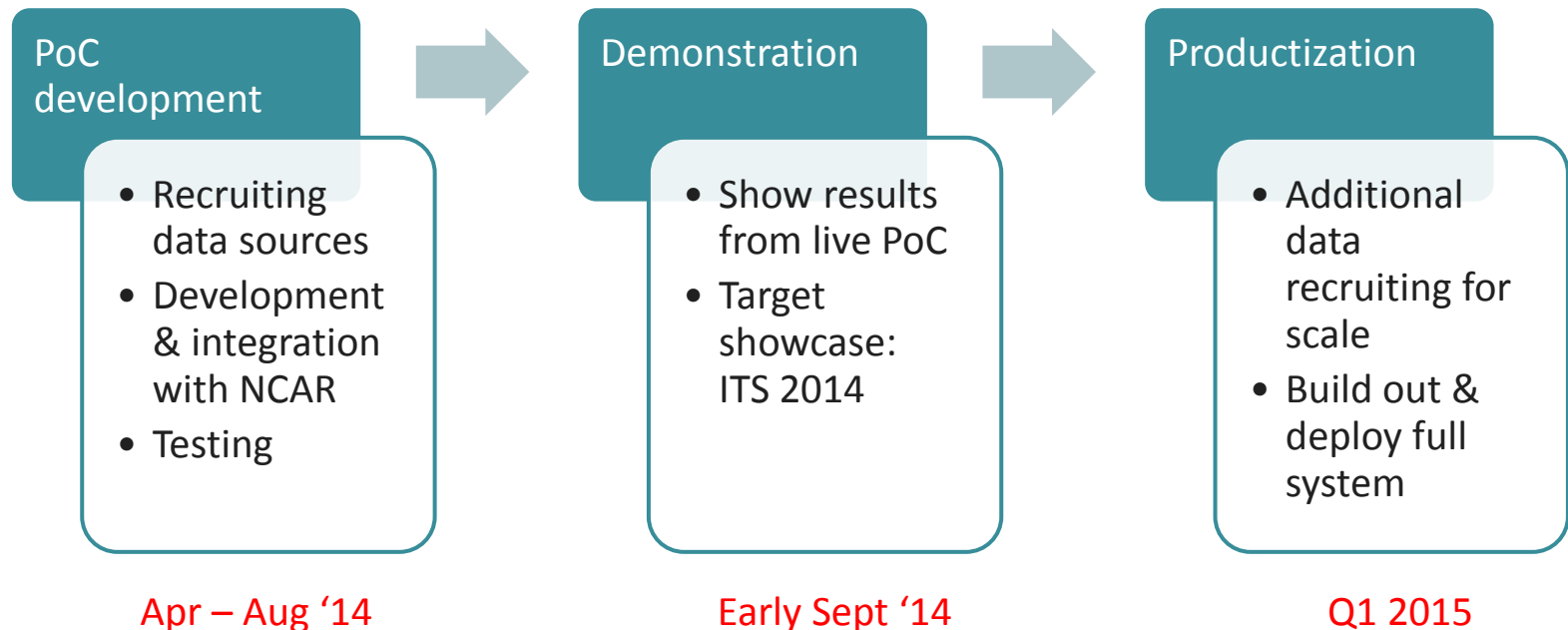
Let us know if you want to learn more & participate

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