

Pelephone's "Traffic" uses Decell's Cellular Network Based Traffic Information System



Decell's Autoroute-1 is a commercial solution for providing real-time traffic information based on the location of mobile phones. Compared to traditional systems, which measure vehicle traffic using road sensors, cameras, designated GPS probe surveillance, or human generated reports, Autoroute-1 provides accurate traffic information in real-time, obtained from a mobile operator's existing infrastructure.

Deployment of the system at a mobile operator is fast and simple with no interference to the network's ongoing operations; it is totally non-intrusive and transparent. The system is connected to a single point within the cellular network and provides detailed traffic information that can be tailored to suit the needs of a large variety of traffic information customers.

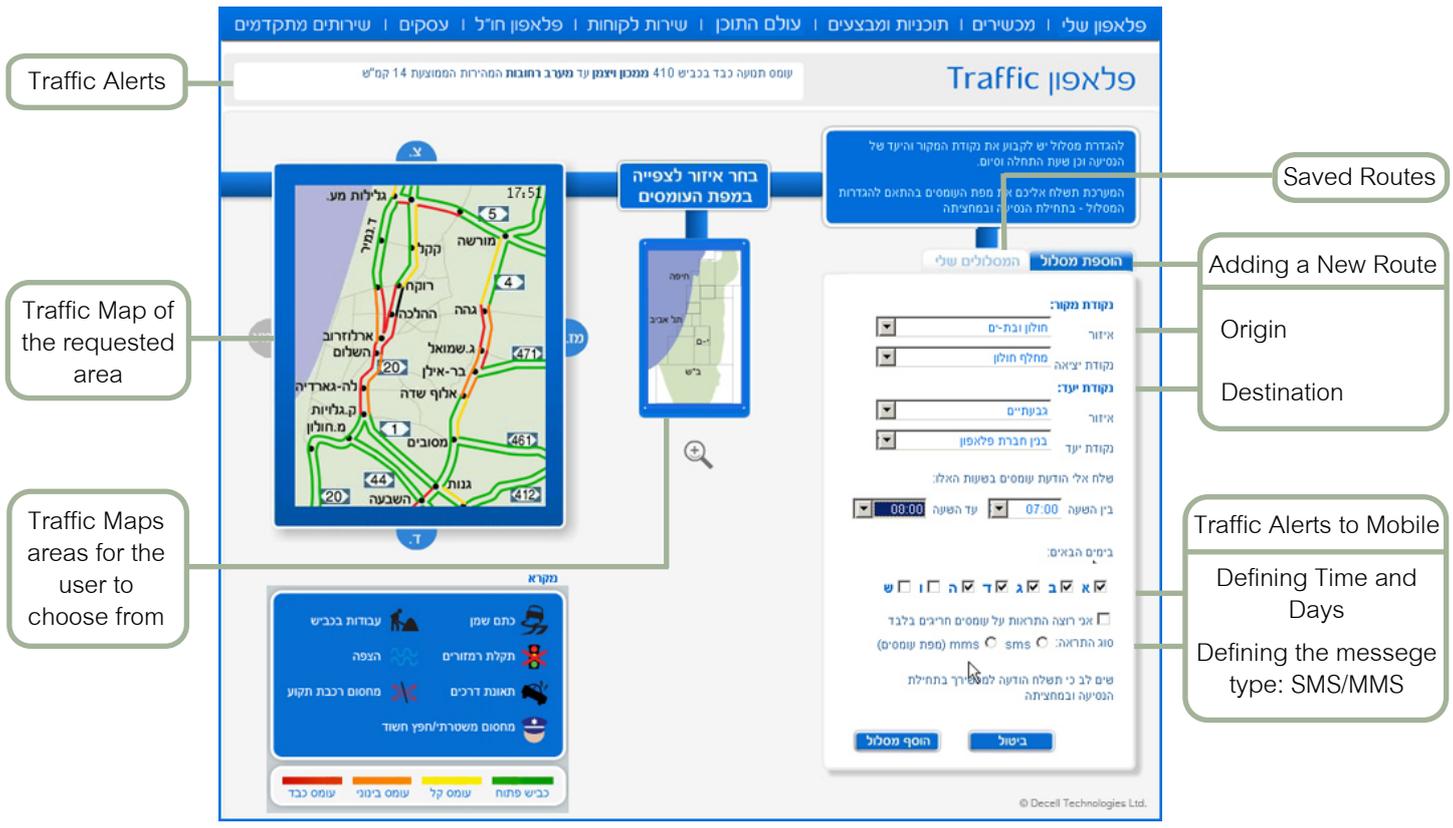
During recent years of operation, Decell has been able not only to develop its technology and products, but has also accumulated substantial business experience by implementing solutions at its customers and partners. One of the most interesting case studies for Decell's operation to date is the installation at Pelephone, the CDMA mobile operator in Israel.

Cellular operator Pelephone and Decell Technologies have been collaborating since 2004 in order to bring subscribers a host of traffic services. The first joint service was based on an Interactive Voice Response (IVR) system that after inputting the destination would find the fastest driving route based on current traffic conditions. Other services offered at the time were "Traffic Jam Alert", a voice alert push service, and "MyMap", graphical map service with traffic information.

In January 2006, the first two services, together with the voice navigation service (also developed by Decell) and a speed traps warning service, were marketed together in the so called "Driver's Services Package". In order to launch the service, Pelephone initiated a large marketing campaign. The launch was an immediate success with subscriber numbers quickly climbing to over 100,000 out of a total subscriber base of 2.3 million.

At the end of 2008, Pelephone and Decell introduced a completely new graphical platform to deliver real-time traffic information to subscribers under the Pelephone "Traffic" brand. Registered "Traffic" users can choose between three different channels of gaining access to the traffic information that is relevant to them at a specific point in time: receiving an MMS or SMS message with the relevant traffic information on their predefined route, through their phone's Web browser, or through a regular Internet browser. In order to receive automatic traffic updates, users can set their preferences such as preferred routes and usual journey times in advance. The service then sends real-time traffic alerts relevant to this particular user in predefined times.

Another option allows users to receive alerts only when irregular events occur, such as for example, if a car crash had occurred that resulted in unusually long delays. In such an event, an automatic message will be generated to users with this predefined service.



Web application in Pelephone's "Traffic" service

Subscribers pay a monthly flat fee of approximately \$3.50 + airtime. Hence, this service is currently ranked as the highest revenue generator of a flat fee based value added service in Pelephone. Moreover, service retention rate is very high and users show a 10% daily usage rate. Decell receives a revenue share of both flat fees and airtime fees collected from the users of these services.

"We at Pelephone have always strived to provide our subscribers the most advanced value added services, especially in the filed of navigation and traffic," said Mr. Guy Bauman, VP Marketing at Pelephone. "Our *20 suite of Driver Assistance Services have been very popular with our subscriber base for over 4 years now. With the launch of "Traffic", we are delivering our subscribers real-time traffic information that is relevant to them and their individual routes", he added.

About Decell

Decell Inc. is a privately owned company founded in 2000 and registered in Delaware, USA. With a fully owned Israeli subsidiary, Decell Technologies Ltd., Decell leverages its unique technology to provide reliable and qualitative information on traffic status, while minimizing costs. Decell's advanced Autoroute 1 offers the transportation, mobile, and media markets real time accurate traffic information. Our unique patented technology and advanced architecture means that Autoroute 1 provides state of the art tools for improving the efficiency of a road network at every level.

