swift-i traffic®

The New Generation of Premium Road Traffic Information

Real-time traffic information features

Smart Fusion and Analyzing of Multiple Raw Data Information Sources

- Cellular signaling flow data

  Collected from leading cellular operators with over 50% market penetration

- GPS devices and GPS enabled phone based flow data

  Derived from commercial car fleets, connected PNDs and off-board navigation systems, with GPS probe community of hundreds of thousands of devices producing an effective sampling rate of up to 5%

- Fixed public road sensors
- Best available incident data
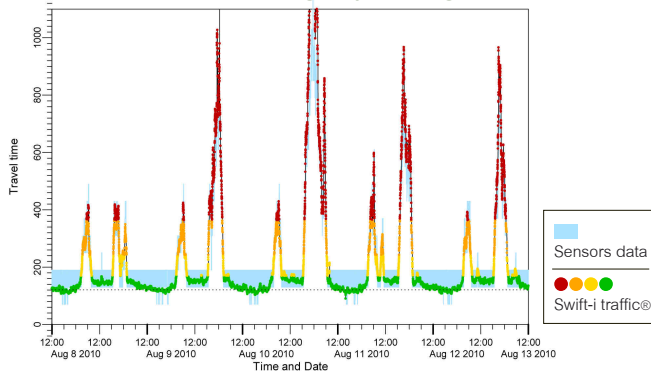- Automatic detection of irregular congestions in real-time
- Patent-protected technology

Comprehensive Road Network Coverage

- High quality information for main highways, inter-city and inner-city roads in both remote and less populated areas as well as in high urban density areas
- Full TMC coverage with enhanced sub TMC location resolution

The Highest Accuracy Level

- Raw data analyzed by Decell's cutting edge technology
- High event detection and low false positive and negative rates
- No need for ongoing field measurements or system recalibration
- Accurate real-time speed and travel time estimations in all traffic conditions, not relying on historical patterns
- Short reaction times to unexpected and sudden changes in traffic patterns
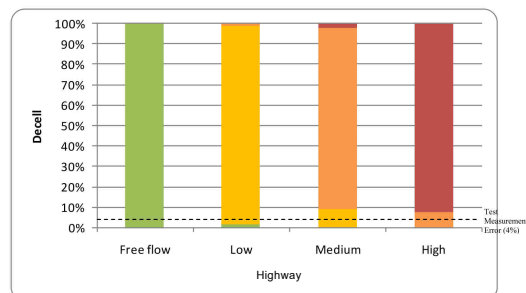
High Availability

- Update rate: every 30 seconds
- Inherent redundant architecture of the backbone system
- Integration of traffic information from a large number of independent sources

Easy Integration

- Information output delivered using standard protocols, allowing for quick and easy integration into virtually any application
- Supports all distribution formats: ALERT-C Based TMC, Open LR, other XML based formats and more
- Flexible to new formats

Swift-i traffic® information compared to road sensors data on a highway road segment

Highway Segment
Actual ver. Swift-i traffic® Generated Data

Historical & Predictive features

- Sophisticated data analysis based on historical traffic conditions
- Enables prediction of traffic behavior for short and long term
- Enables detection of irregular traffic congestions
- Proven to be scientifically more accurate than pure historical data

Data attributes

- Average driving speed for each road segment
- Traffic load level indication
- Estimated travel time and delay for each road segment
- Traffic congestion tendency- building up/clearing
- Irregular traffic congestion recognition
- Accurate separation of adjacent roads and lanes
- Incident data fully correlated with flow data
- Exact location of queue heads based on accurate flow measurements

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.

Swift-i traffic® is incorporated in:
Leading navigation systems, car fleets, mapping operations, media channels, government agencies, various mobile and traffic applications.

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Available today in: Austria | Poland | Israel | Czech Republic | Slovakia | more to come
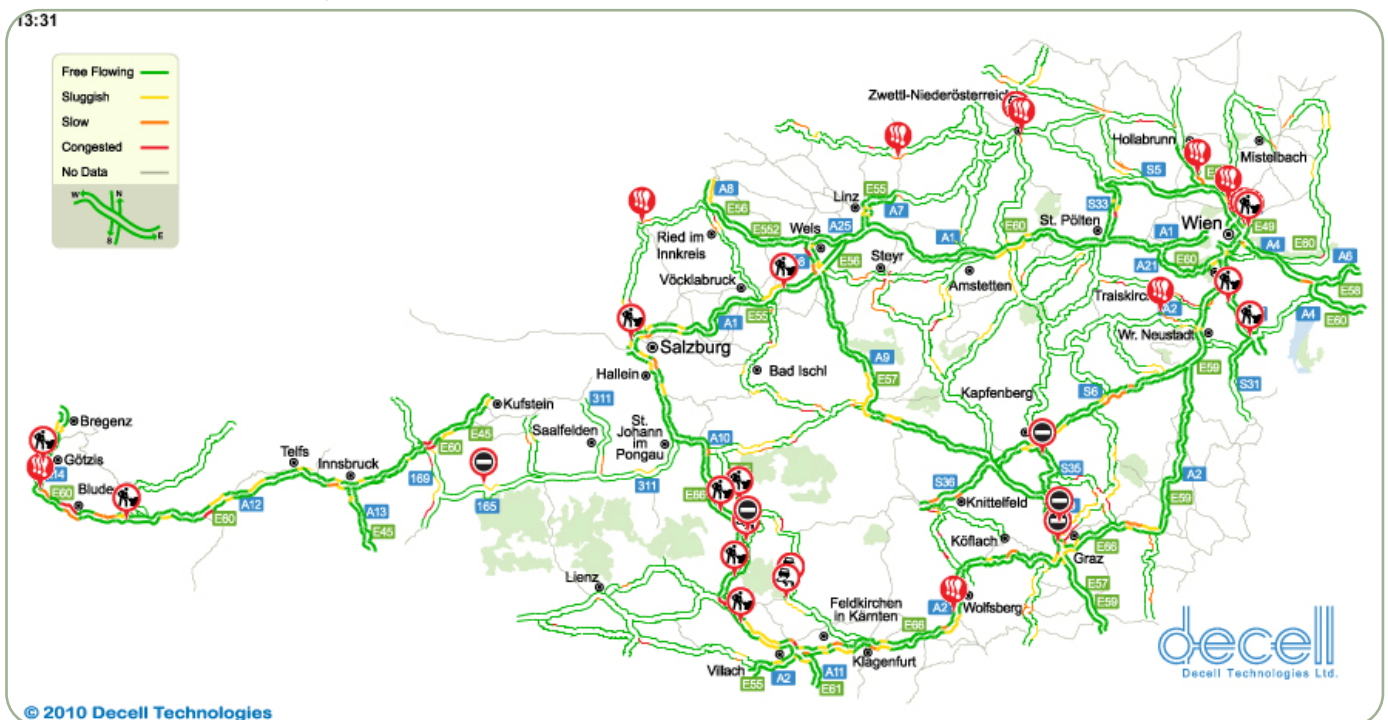
Austria

- Availability of Real-time Data - ✓
- Availability of Historical Data - ✓
- Availability of Predictive Data - ✓
- Coverage - Nationwide, Full TMC network
- Road Types - All Main Highways, Inter-city roads & Inner-city roads
- TMC Location Table - Austria 1-Asfinag
- Flow Data - HQ probes
- Incident Data - Best Available
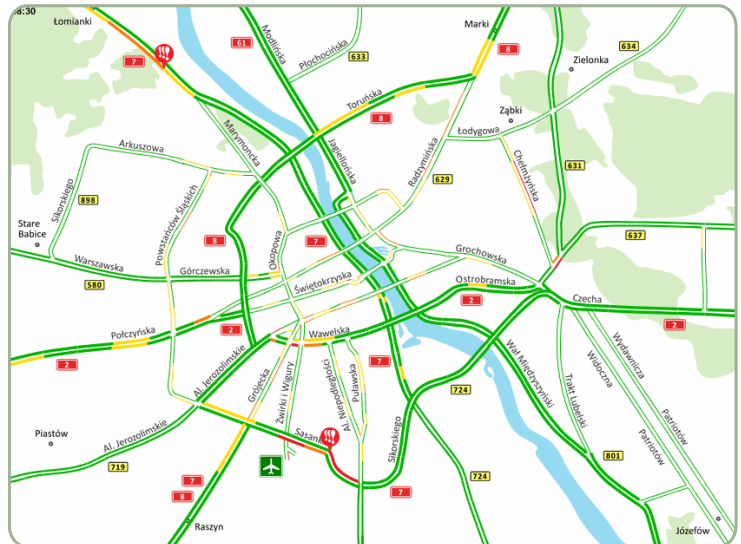- RDS - N/A

Vienna Center- Traffic Map

Austira- Traffic Map

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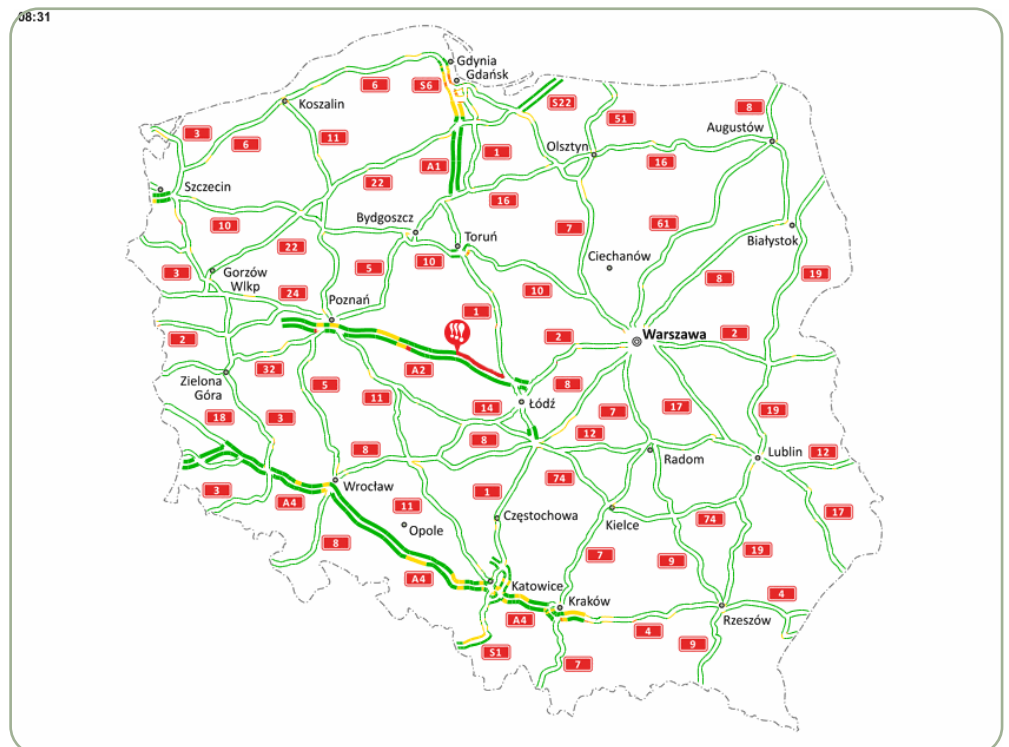
Poland

- Availability of Real-time Data - ✓
- Availability of Historical Data - ✓
- Availability of Predictive Data - ✓
- Coverage - Nationwide, Full TMC network
- Road Types - All Main Highways, Inter-city roads & Inner-city roads
- TMC Location Table - CE-Traffic 6 v.1.0, Navteq*
- Flow Data - HQ probes
- Incident Data - Best Available
- RDS - N/A
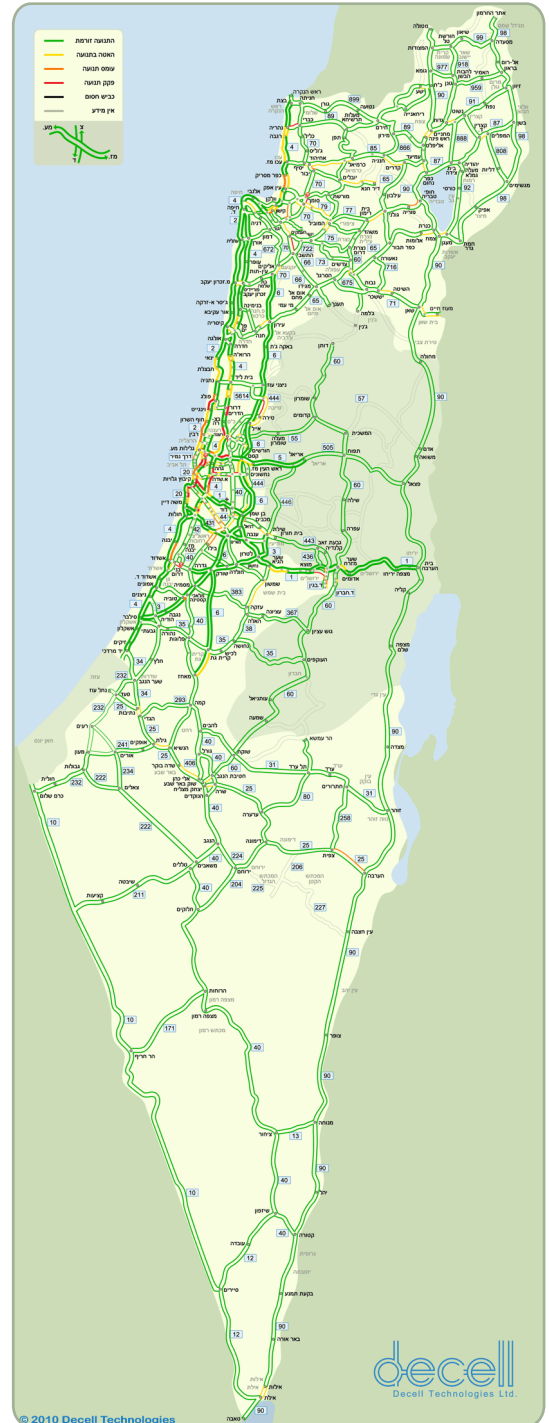
Warsaw- Traffic Map

Poland- Traffic Map

*Available soon

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Israel

- Availability of Real-time Data - ✓

- Availability of Historical Data - ✓

- Availability of Predictive Data - ✓

- Coverage - Nationwide, Full TMC network

- Road Types - All Main Highways,
  Inter-city roads & Inner-city roads

- TMC Location Table - Decell 36

- Flow Data - HQ probes

- Incident Data - Best Available
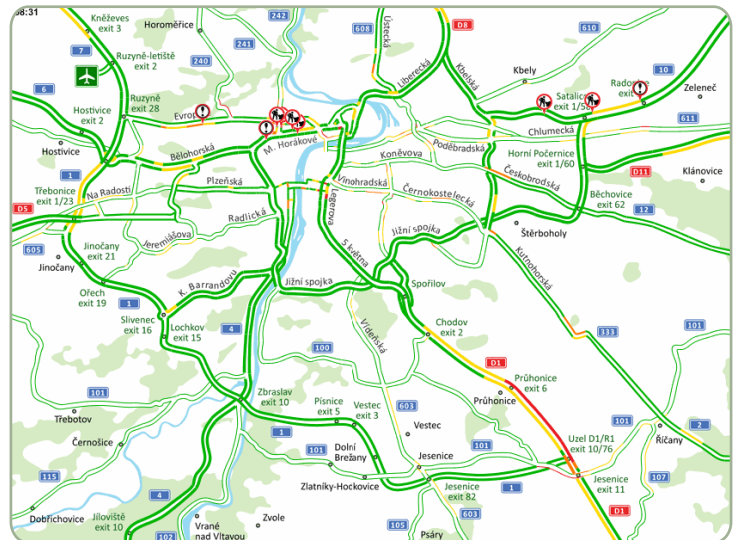
- RDS - N/A

Israel- Traffic Map

Central Israel- Traffic Map

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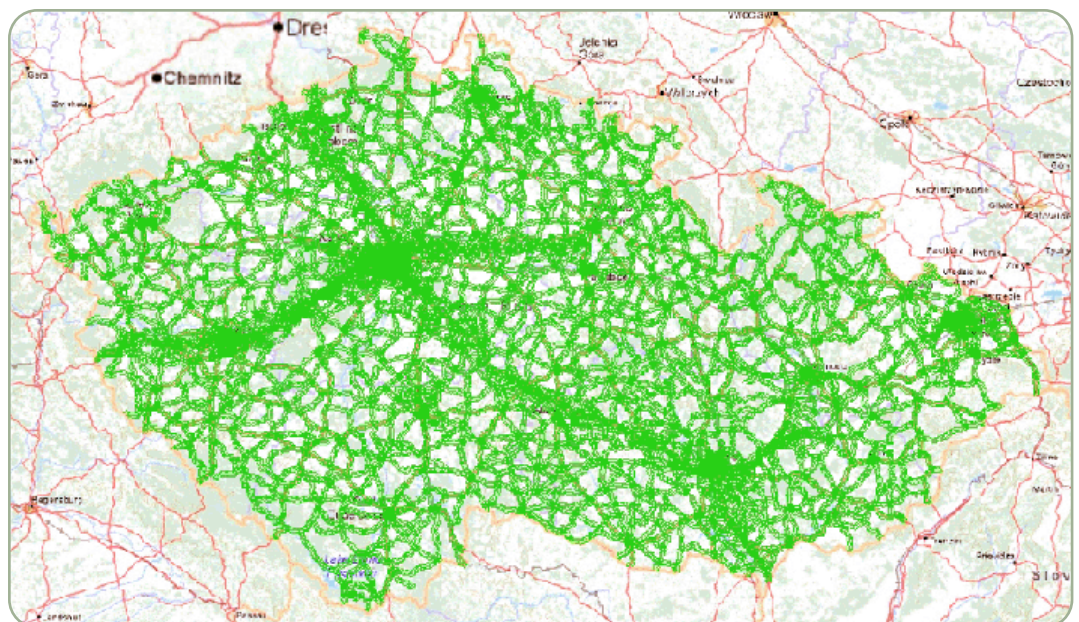
Czech Republic

- Availability of Real-time Data - ✓

- Availability of Historical Data - ✓

- Availability of Predictive Data - ✓

- Coverage - Nationwide, Full TMC network

- Road Types - All Main Highways,
  Inter-city roads & Inner-city roads

- TMC Location Table - CEDA 25 v.3.0

- Flow Data - HQ probes

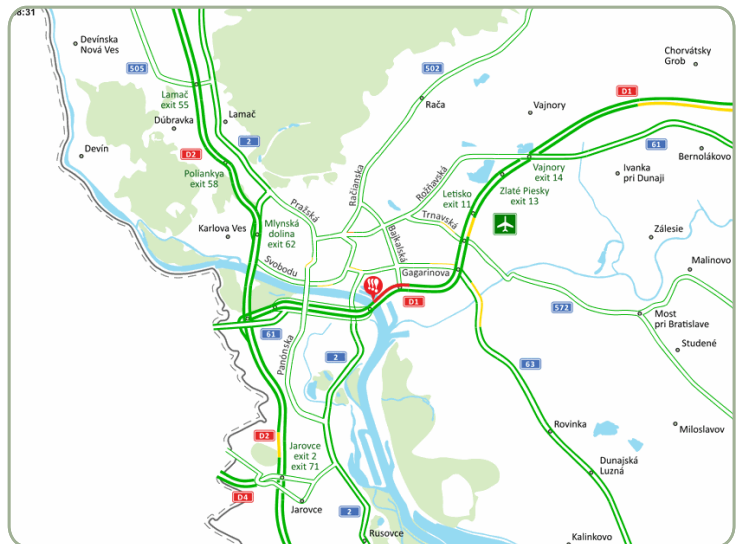- Incident Data - Best Available

- RDS - N/A

Prague- Traffic Map

Czech Republic- Coverage Map

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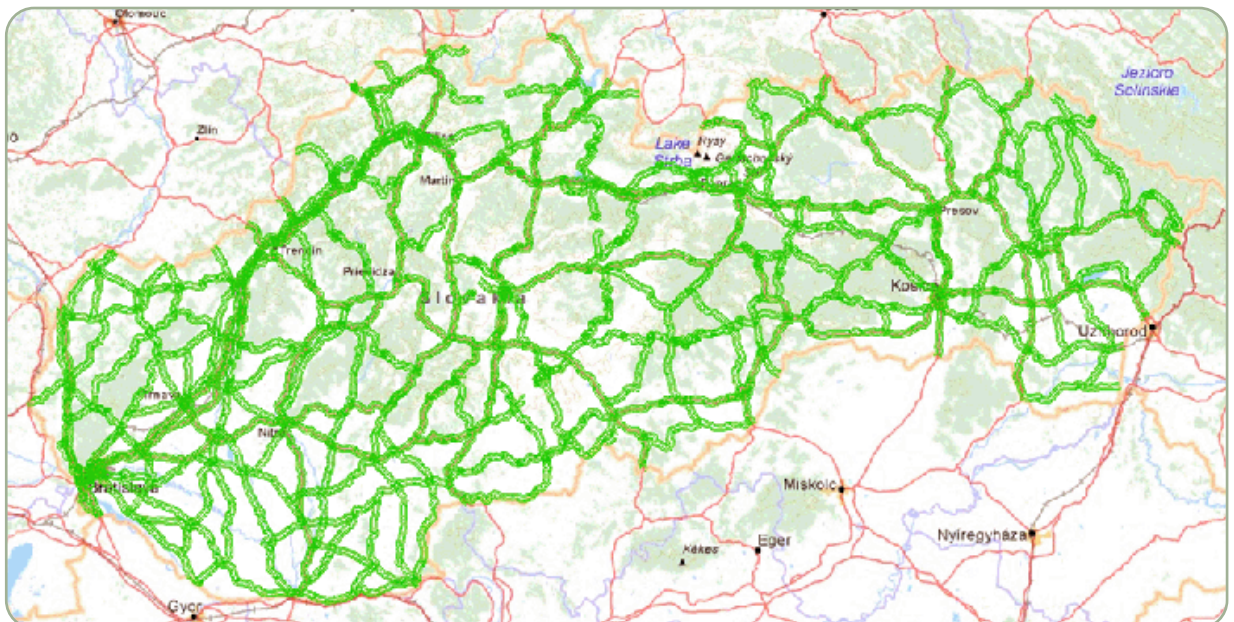
Slovakia

- Availability of Real-time Data - ✓
- Availability of Historical Data - ✓
- Availability of Predictive Data - ✓
- Coverage - Nationwide, Full TMC network
- Road Types - All Main Highways, Inter-city roads & Inner-city roads
- TMC Location Table - SSC 51 v.2.1, Geomatika 52 v.1.0*
- Flow Data - HQ probes
- Incident Data - Best Available
- RDS - N/A

Bratislava- Traffic Map

Slovakia- Coverage Map

*Available soon

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