Decell Technologies Ltd.

Cellular-based Traffic Information on Israel's Channel 2

In May of 2008 and after a successful pilot project, Israel's Channel 2 started broadcasting cellular-based real-time traffic information for the first time on Israeli TV.
This unique multi-party project is based on Decell's technology together with its partners Pelephone and OK2GO. Decell's traffic information is based on cellular data provided by Pelephone, the Israeli CDMA mobile operator, and covers the entire road network of Israel.

The launch of the service was chosen for Israel's Independence Day, May 8th. Being a national holiday, it is a day when many people travel to enjoy the great outdoors. Consequently, main roads become congested during most of the day, a fact that made this day optimal to showcase the new service from Channel 2, updating travelers on where the traffic hotspots are and how to bypass them.

The service became an integral part of TV morning shows during rush hours and receives a very positive response from commuters. In addition, Channel 2 is able to cut into any running program is case there is an exceptional traffic event.

While the traffic information stream is delivered by Decell to Channel 2, there was a need to build an application that translates the information into an attractive visual, worthy of showing on TV. TV graphics specialist Orad Hi Tech Systems Ltd. was brought in to develop the graphics and interface that allows the station not only to show a graphical visualization of the roads, but also to simulate a bird's eye view of the roads with an easy zoom in and zoom out functionality.

Live Traffic Bulletin on Israel's Channel 2 News, May 8, 2008

Live Traffic Bulletin on Israel's Channel 2 News

Dani Sadeh, VP Operations at the Channel 2 News Company said that "the optimal development of the service took about a year following a successful pilot broadcasted on the evening of Passover in 2007. During the past year, we have been working on establishing a traffic information system and this is the first service in a series of advanced products in the transportation space that will be launched soon."

"Traffic conditions impact everyone's life and being informed in advanced about it allows people to plan ahead. The cooperation with Channel 2 is yet another example of how to deliver this valuable information to people who will benefit from it," said Avi Peri, CEO of Decell.

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.

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