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## Traffic jam info in real time: O<sub>2</sub> delivers anonymised signal data for navigation systems

**MUNICH.** Get where you're going quicker with Telefonica O<sub>2</sub> Germany: in future, it will be possible to analyse and predict traffic flows on streets much more precisely. To achieve this, anonymised mobile location data from the O<sub>2</sub> network will be supplied to the ITIS Deutschland GmbH, a wholly-owned subsidiary of UK-based ITIS Holdings plc, which is a shareholder of the Munich MILE Traffic and Travel GmbH (MILE). BMW will be the first carmaker to use the new PrecisionTraffic™ technology in its vehicles as part of their pan European traffic service.

Standard navigation devices are already using the traffic message channel (TMC), which transmits traffic jam reports to them via FM frequencies. Up until now, however, such information came from GPS, fixed sensors, police reports or individuals who voluntarily reported on the traffic. Traffic data recorded automatically by sensors and induction loops, which are used to calculate congestion forecasts by means of statistical models, is also added to this information. The disadvantage of such tips is that they are often outdated by the time they reach the car.

The new partnership overcomes those limitations, as traffic data will be complemented by mobile phone data. Anonymised signal data from over 17 million probes is now being recorded and evaluated directly, so that traffic flows can be depicted in real time. Because the traffic information is transmitted in real time, the best possible detour can be recommended to every driver. The new system can be tried out in all new BMW models starting in autumn. Additional customers are expected to follow later on.

By evaluating mobile radio data, bigger areas can be covered, as by using other techniques as GPS or fixed sensors. Therefore, more roads can be covered and the information is much more precise. "This is a huge advantage over navigation devices that do not use our data," said Johannes Pruchnow, Managing Director Business at Telefonica O<sub>2</sub> Germany. "Our customers don't just travel on A-roads and motorways. This new cooperation is one more example of the strong performance of Telefonica O<sub>2</sub> Germany's Enabling Services in the M2M field."

A *Telefonica* company

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Because O<sub>2</sub> considers the location information to be confidential customer data, the entire system was scrutinised and approved by Germany's federal authorities for data protection. Continuous anonymisation and encryption algorithms that change regularly make it impossible to draw inferences from individual customer information.

“ITIS is excited to be partnering with Telefónica O<sub>2</sub> to launch our PrecisionTraffic™ service in Germany which complements our leading service in the UK,” said Stuart Marks, Chief Executive of ITIS Holdings plc, the parent company of ITIS Deutschland GmbH. “We believe that we can offer German drivers the best traffic information service available based on ten years of investment and R&D in the use of cellular data.”

ITIS PrecisionTraffic™ will be available in Q2 and is targeted at carmakers, navigation software suppliers and the public sector such as local and federal government.

You can find additional information about O<sub>2</sub>'s Financial & Enabling Services at <http://traffic.de.o2.com>.

**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 56 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

**Further information:**

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**ITIS Deutschland GmbH** is a wholly-owned subsidiary of ITIS Holdings plc, a world-leading in the provision of traffic information technology. ITIS has deployed their technology across the globe including Australia, Singapore, South Africa, Ireland, Belgium, Costa Rica, China and the US. In addition, ITIS delivers traffic information to BMW, Mercedes, Toyota/Lexus, Ford, Renault, Jaguar-LandRover, Porsche, the BBC and Sky Television amongst others.

**Notes to Editors:**

**MILE** is a cooperation between ITIS, Mediamobile (part of the TDF Group) and Infoblu (part of Atlantia/Autostrade Group) who are the leading traffic information providers respectively in the UK, France and Italy. MILE was formed to combine expertise, technology and local knowledge in the respective markets and will make the new pan-European traffic service available under the Precision Traffic brand which is already operating successfully in the UK. All three companies have worked with the BMW Group since 2002 and in that time have built up a deep understanding of its requirements.

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