

BG TrafficSense System

The Need

Congestions cost Billions US\$ annually due to:

- ┆ Fuel waste
- ┆ Work time lost

Congestions can't be eliminated, but can be minimized with proper road management system:

- ┆ Quality infrastructure for Incident Detection can reduce incidents effects by more than 50%
- ┆ According to USDOT research - every 600K\$ invested in incident management save 1.4M\$ annually on regular highways
- ┆ The cost benefit with TrafficSense is much better, due to its lower cost

TrafficSense Highlights

TrafficSense extracts anonymous information out of cellular network to provide accurate and real time:

- ┆ Incident alerts (the same as road sensors)
- ┆ Travel time (<90% accuracy)
- ┆ Traffic speed (similar to road sensors)

TrafficSense is the most cost effective solution:

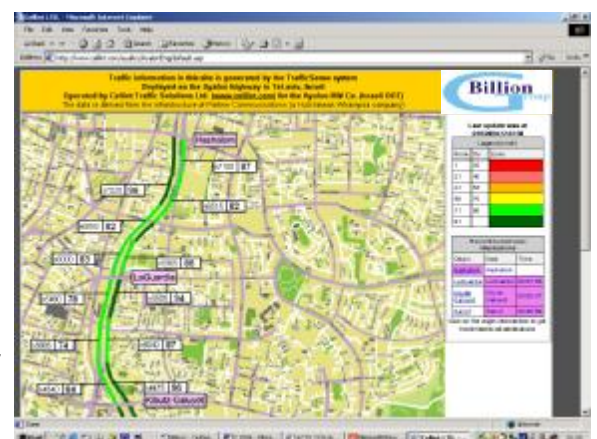
- ┆ Less than 1/4 of the cost of alternative technologies
- ┆ Installation in a few weeks
- ┆ No traffic obstacles and no dangerous work zones

System operational since 2003 in Israel and successfully benchmarked with road sensors by Ayalon highway authority (Israeli DOT)



TrafficSense System Overview

- ┆ Passive data extraction and analysis system located at the cellular facility
- ┆ Travel time data over short route intervals is extracted and transmitted to a central server
- ┆ Data is processed to provide Travel time, traffic speed and incident alerts
- ┆ Data is transmitted to customers: traffic control center and traffic disseminators.



BillionGroup Technologies Limited 兆豐科技設備有限公司

Flat C, 10/F., Meyer Industrial Building, No. 2 Chong Yip Street, Kwun Tong, Kowloon, Hong Kong

Tel: (852) 2511 0838 Fax: (852) 2511 2698 Email: info@billiongroup.com