



traffic.com
A NAVTEQ Company

California 511 Statewide Workshop

Traffic.com Broadcast & Traffic One™

Co-branded Commercial Real-time
Traffic

Information for On-Air and Website

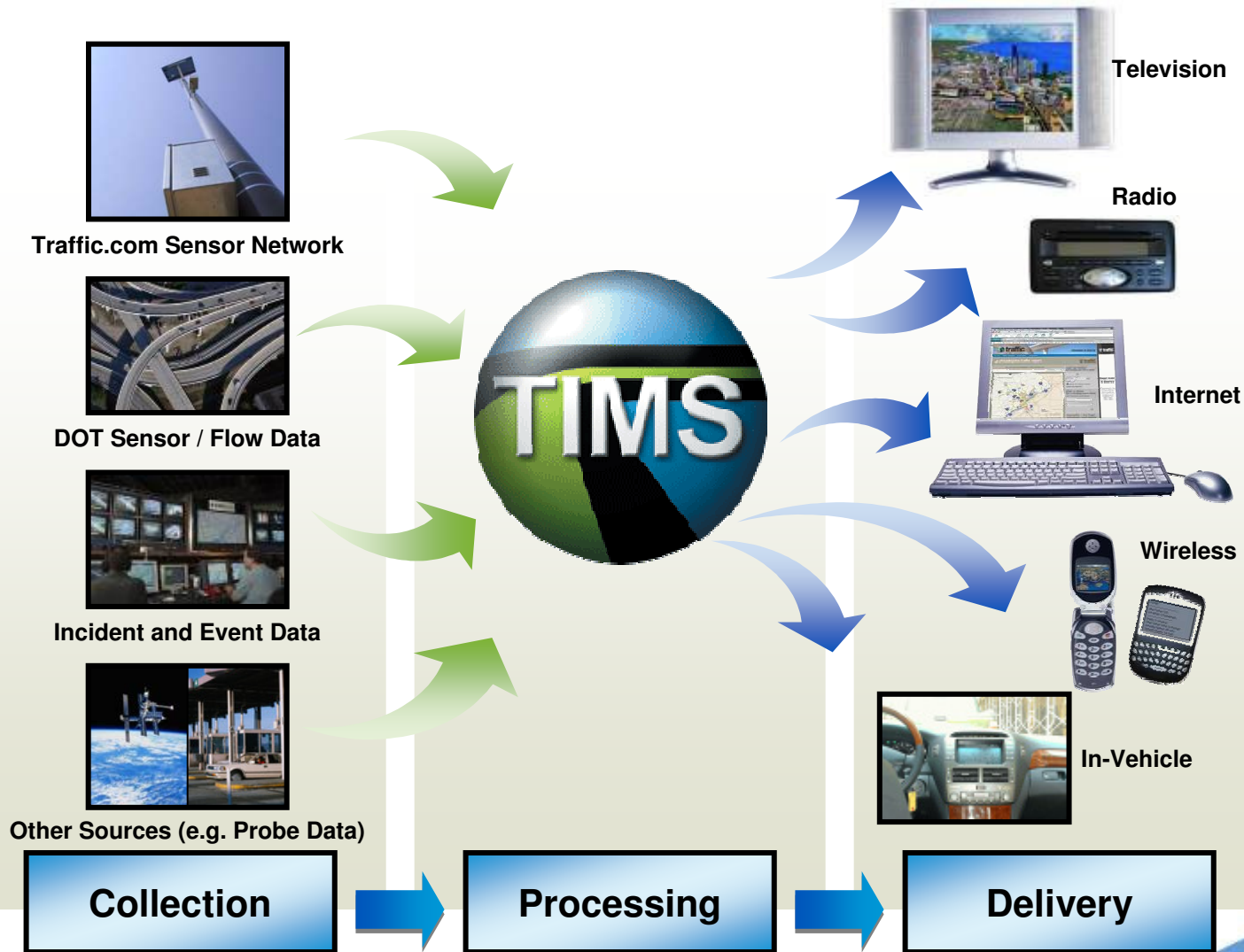
Accurate

Timely

Customized

NAVTEQ

The Traffic.com Integrated Solution



Traffic.com Broadcast Screen (Radio and TV)



Metro Area:
San Diego

- Drive Times/Maps
- Producer
- National TPBroadcaster**
- Incidents/Events
- Speed Display
- Sensor Manager
- Ops Flow Map

Logout

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Filter By Criticality

Filter Future Items

Enable Full Filtering

Display Zones

Short Description

Create Report



Time CRT Type Dir Description 0 critical entries Stop Refresh 17 secs

I-5 San Diego Frwy

- 17:13 KEYR NB I-5: from Hwy 52 to I-805 : 5min avg speed 65mph
- 17:09 2 NB I-5: generally jammed past Del Mar Heights Rd (#34) | approaching Lomas Santa Fe Dr (#37) - accident on the shoulder - police on the scene
- 17:13 KEYR SB I-5: from I-805 to Hwy 52 : 7min (+2) avg speed 45mph
- 17:00 2 SB I-5: 0min La Jolla Village Dr (#28B) to Nobel Dr (#28A) , avg speed 44mph | 1min Pacific Hwy (#18A) to Front St (#17) , avg speed 30mph | jammed at Division St

I-805 Inland Frwy

- 16:46 2 SB I-805: 4min (+3) Mira Mesa Blvd to Miramar Rd , avg speed 15mph | slow at Plaza Blvd

15 Escondido Frwy

- 17:13 KEYR NB I-15: from I-8 to Hwy 52 : 4min avg speed 64mph || from Hwys 52/163 Split to Hwy 56 : 12min (+4) avg speed 45mph
- 16:28 2 NB I-15: generally jammed at Miramar Way
- 17:13 KEYR SB I-15: from Hwy 56 to Hwys 52/163 Split : 9min (+1) avg speed 57mph || from Hwy 52 to I-8 : 6min (+2) avg speed 52mph

I-8 Mission Valley Frwy

- 17:13 KEYR EB I-8: from I-15 to Hwy 125 : 10min (+3) avg speed 42mph
- 17:13 KEYR WB I-8: from Hwy 125 to I-15 : 7min avg speed 62mph
- 17:09 2 ACC WB I-8: approaching I-805 - accident on the shoulder - police, tow truck on the scene - no injuries

Hwy-125/South Bay Exwy

- 17:13 KEYR NB Hwy-125: from Hwy-54 to Hwy-94 : 4min avg speed 60mph || from Hwy-94 to Hwy-52 : 7min (+1) avg speed 61mph
- 17:13 KEYR SB Hwy-125: from Hwy-52 to Hwy-94 : 7min (+1) avg speed 63mph || from Hwy-94 to Hwy-54 : 4min avg speed 65mph

Other San Diego Majors

- 17:13 KEYR NB Hwy-163: Hwy 94/I-5 Split to I-8 : 4min (+1) avg speed 53mph
- 17:13 KEYR SB Hwy-163: from I-8 to I-5/Hwy 94 Split : 4min (+1) avg speed 50mph
- 17:13 KEYR EB Hwy-52: from I-15 to Hwy 125 : 12min (+5) avg speed 40mph

3D NexGen Graphics for Television



...\\Desktop\KGTV fly.avi
...\\Desktop\KGTV Fly2.avi

NAVTEQ

Traffic One Content

One-to-Many

Personalization

One-to-One

Broadcast

TV

Broadcasters working to connect with and impact their listeners in new ways.

Radio

Internet

Growing influence of web sites and streaming.



TV and Radio web sites



Radio co-branded Traffic.com web sites

Wireless

Listener service with station brand.



Phone alerts with station branding.



Text and HTML alerts with station branding

Delivery: Informing the Traveling Public

Starting the Day

Broadband
Mobile Email
Voice Alert
TV/Radio



Commute Home

Desktop Internet
Mobile Email
Voice Alert
Broadband
SMS

Mid Day

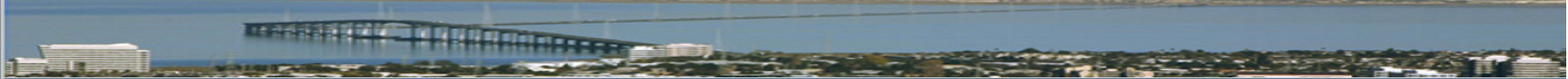
Desktop Internet
Mobile Email
Voice Alert
SMS

Red = 511 Services

On-air, online and on-the-go

Map, Hotspots and Traffic Summary..... In One Place

KCSM PUBLIC TELEVISION & PUBLIC RADIO



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Map

Video

POWERED BY
NAVTEQ
TRAFFIC



Mostly Cloudy - 80° F

The Weather Channel

Flow Incidents Roadwork



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BECKER

Traffic Hotspots

[All Hotspots](#)

NAVTEQ

More Local Content at-a-glance

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Traffic Summary

Incidents [All Incidents](#)



Hwy-905

Slow at Otay Mesa Border Crossing - - Passenger Vehicles: 10 of 12 lanes open - 20 minute delay || Commercial Vehicles: 6 of 8 lanes open - 65 minute delay || Updated: 12:00PM



I-15 - Southbound

Approaching Adams Av - earlier accident - SigAlert CANCELED

Roadwork [All Roadwork](#)



I-15 - Southbound

Between Via Rancho Pkwy and Carmel Mountain Rd - BRIDGE DEMOLITION PROJECT - Caltrans detouring the far right lane at the Rancho Bernardo Road on-ramp into the median lanes and around the Bernardo Center Drive Bridge - Signs will be posted - Detours will remain in place until approximately June 2008 - For more information, call (866) 890-1397 or visit www.dot.ca.gov/dist11



I-15

9:00 PM to 5:00 AM

In both directions at Hwy-78 - Paving expected to intermittently block lanes - scheduled 9pm-5am

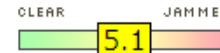
Traffic Hotspots

[All Hotspots](#)



Hwy-75 - Northbound

I-5 to I-5



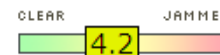
I-5 - Southbound

Hwy-905 to San Ysidro Border Crossing



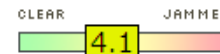
I-5 - Northbound

San Ysidro Border Crossing to Hwy-905



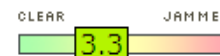
Hwy-54 - Westbound

End Of Frwy to I-5



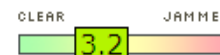
Hwy-78 - Eastbound

I-5 to I-15



I-15 - Southbound

Hwy-78 to Hwy-52



I-8 - Westbound

Lake Jennings Park Rd to Nimitz Blvd/Sunset Cliffs Blvd



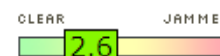
Hwy-54 - Eastbound

I-5 to End Of Frwy



Hwy-78 - Westbound

I-15 to I-5



I-5 - Northbound

Hwy-78 to Hwy-76



ADVERTISEMENT



Get on the road to better value

Includes:

Alerts (weather, Amber alerts, air quality)

Critical road work

Major Mass Transit problems

Top 10 Key route hotspots

Better Weather

NAVTEQ

Larger, Custom Mapping Options

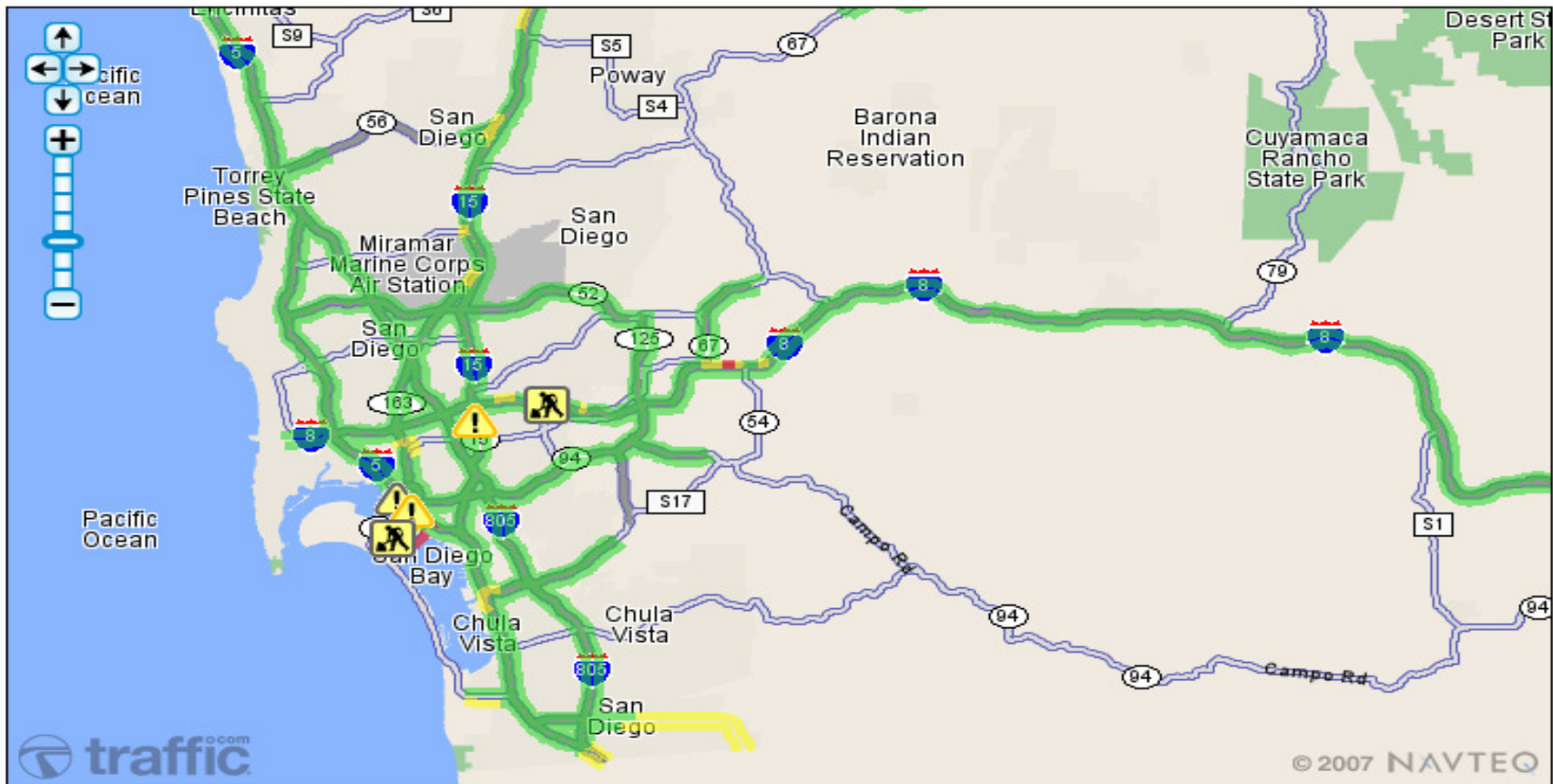


ROCK WITHOUT RULES!



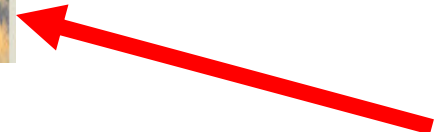
[Summary](#) | [Map](#) | [Incidents](#) | [Events](#) | [Roadwork](#) | [Mass Transit](#) | [Weather](#)

San Diego Area Traffic Map



Enhanced Branding & Revenue Opportunities

Integrated Masthead-Station Branding



news
kxjz

90.9 Sacramento
90.5 Tahoe City
91.3 Stockton
88.1 Quincy

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San Diego Area Hotspots

Sort by:

[? What is a Jam Factor?](#)

Road Name	Jam Factor		Tools
	CLEAR	JAMMED	
Hwy-75 - Northbound I-5 To I-5		5.1	Alert me:
I-5 - Southbound From Hwy-905 To San Ysidro Border Crossing		5.1	Alert me:
Hwy-75 - Southbound From I-5 To I-5		4.1	Alert me:
I-5 - Northbound From San Ysidro Border Crossing To Hwy-905		4.1	Alert me:
Hwy-54 - Westbound From End Of Frwy To I-5		3.7	Alert me:

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AnythingLoan


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JamCast Graphics and Audio



Blazin' 96.9 FM
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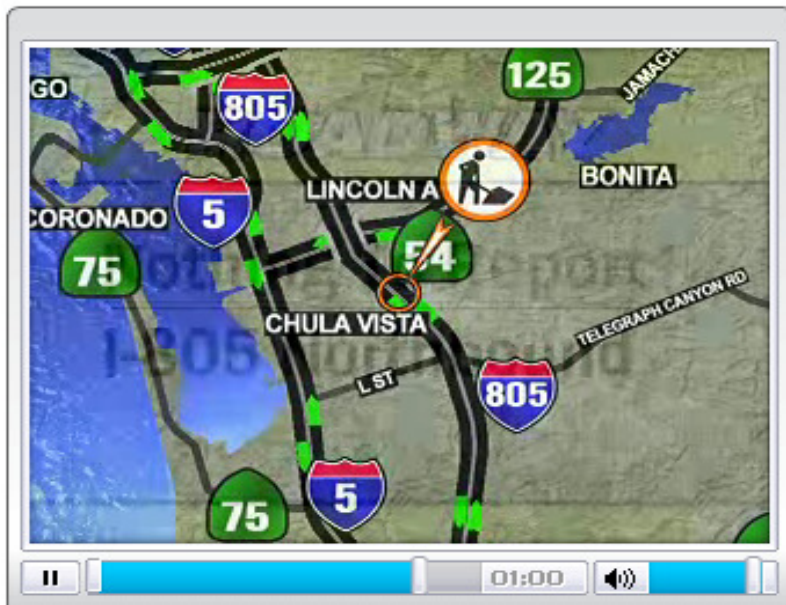
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San Diego Area JamCast®



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<http://www.traffic.com/San-Diego-Traffic/San-Diego-Traffic-JamCast.html>

“My Custom Drives” At-A-Glance

news
KXJZ

90.9 Sacramento
90.5 Tahoe City
91.3 Stockton
88.1 Quincy

home metropolitan areas **my traffic.com** help

my drives my map my reports my rss my account

You are here: [mytraffic.com](#) > my drives

[my traffic.com](#): my drives View drives in another city

Sort drives by: Jam Factor add a drive +

	CLEAR	JAM FACTOR SM REPORT	SLOW	JAMMED	ALERT ME	EMAIL THIS	EDIT DRIVE
Work to Home		0.1					
Home to Work		7.8					
Work to Airport		5.5					
Work to Daycare		3.6					
Work to shore house OC	0.2						

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My Traffic™ Reports and Alerts

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- Alerts sent based upon custom user criteria


Scheduled Updates

- Sent at pre-defined times
- Contains summary of commuter selected routes

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KCSM Jazz 91.1
KCSM-FM

MEMBER SUPPORTED COMMUNITY STATIONS

 traffic.com

Hello, Username. This is a Traffic Alert from my.traffic.com.
Alert generated on Thursday March 10, 2005 at 7:15 AM EST.

Work to Home via 95

CLEAR SLOW JAMMED

9.5

Delay	Total	Avg	Slowest
54 min	75 min	7 mph	4 mph


 **ACCIDENT**
I-95 Southbound at ramp to 476 North / Blue Route
3 car pileup reported, ambulance on the scene

Work to Home via 76

CLEAR SLOW JAMMED

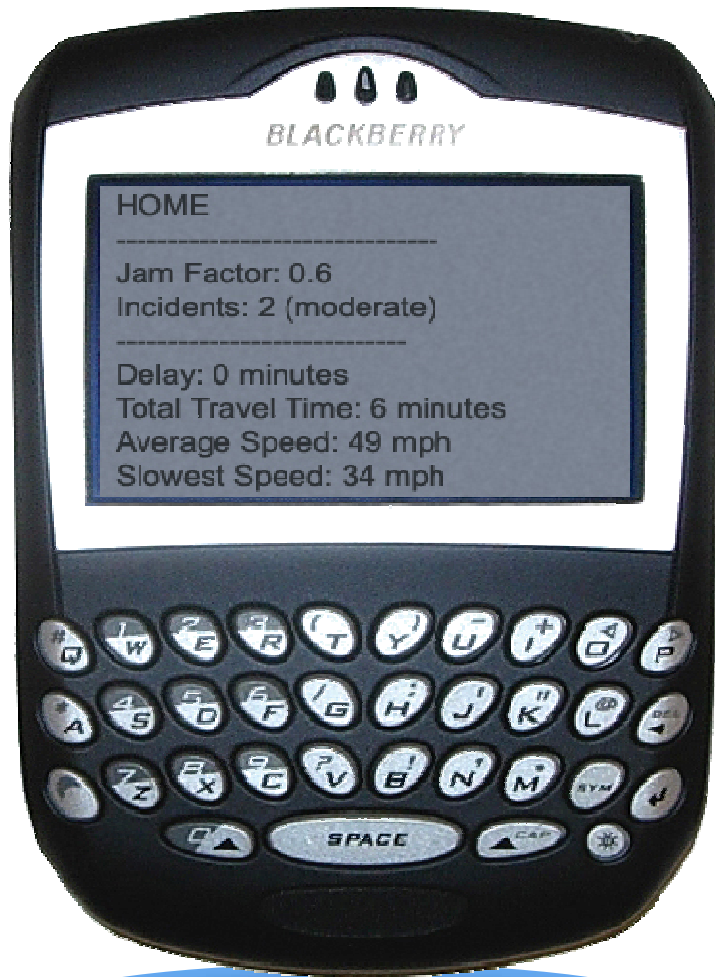
5.8

 no sensors available

 **ACCIDENT**
I-76 / Schuylkill Exwy Westbound at Belmont Ave
Overturned trailer blocking 1 lane, ambulance on the scene

 **ACCIDENT**
I-76 / Schuylkill Exwy Westbound at Conshohocken curb
2 car accident, cars have been moved to the shoulder, ambulance and police on the scene

Text-based Email Alert



Example:

for Pat Osborne

Wednesday January 25 05:15 PM EST

Co-branded with KPRI

**This your KPRI-FM personal traffic alert
Work to Home**

Jam Factor: 6.9

Incidents: 1 (severe) 6 (moderate)

**Data for Drive segments covered
by our digital sensors:**

Delay: 17 minutes

Total Travel Time: 58 minutes

Average Speed: 47 mph

Slowest Speed: 28 mph

Traffic.com Wireless Web Service (WAP)

Listeners get their real-time custom routes
for San Diego Traffic on hand held devices!

Local Hotspots, All Roads, personalized routes

Incident Details, Travel Times, Delays

Personal Drives for registered users



NAVTEQ

Voice Alert

KPRI-FM Branded Sponsorship

“Traffic.com. **Welcome to your KPRI-FM personal traffic service.** Your drive called ‘Home’ has a Jam factor of 8.2, the travel time is 49 minutes with a delay of 30 minutes ... Just say repeat, details, alternates, or help me with something else.”


OutboundCall.mp3



Traffic Magnets™

Dynamic Traffic Content for your Web Site for Game Day, Concerts, Events

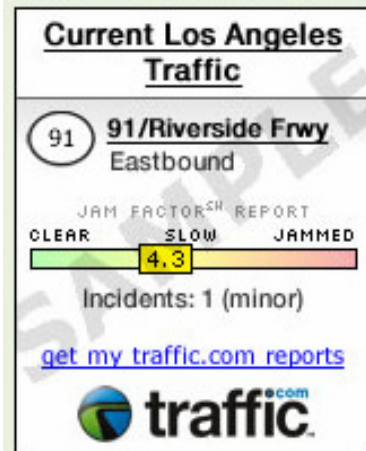
- Traffic Magnets-provide a reason to drive visitors / users to your websites
- Customizable, at-a-glance traffic data for the **SAN DIEGO** area

Choose from 16 different background colors: 

Traffic Summary Magnet
120px wide by 90px high

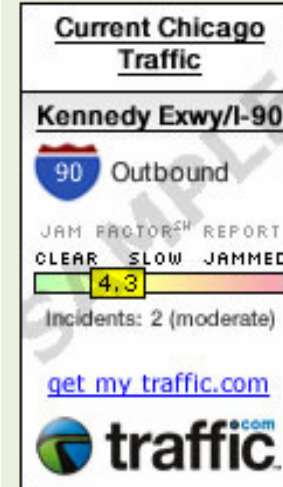


Wide Skyscraper Magnet
160px wide, up to 480px high*



Narrow Skyscraper Magnet

120px wide, up to 515px high*



Hot Spots Magnet
120px wide by 150px high



Weather Channel Weather Creates Local Traffic

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San Diego Area Weather



Fair
75° F

Current conditions as of 11:51 AM

High: 78° F
Low: 65° F








- [Airport Conditions](#)
- [Interstate Forecast](#)
- [Precipitation Map](#)

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Five Day Forecast

Friday	Saturday	Sunday	Monday	Tuesday
Sunny	Partly Cloudy	AM Clouds/PM Sun	Sunny	Sunny
High: 77° F Low: 64° F	High: 76° F Low: 62° F	High: 72° F Low: 61° F	High: 69° F Low: 60° F	High: 71° F Low: 61° F
				



Did you know
that *03:55:39 PM*



Take The Right Turn With Us

Questions?

Thank You !

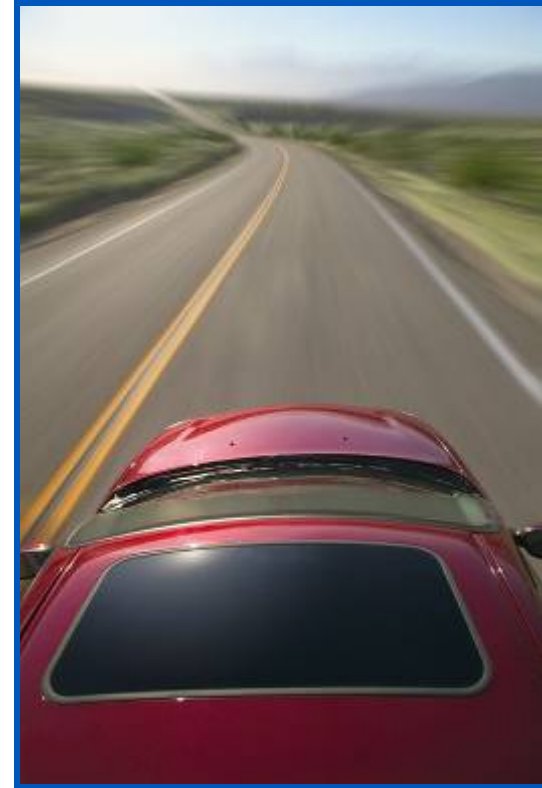
Richard Turkheimer

Manager of Affiliations / West

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(cell) 504-390-1022



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3D NexGen Graphics for Television

[..\..\Desktop\KGTV_fly.avi](#)

[..\..\Desktop\KGTV_Fly2.avi](#)

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