



Proactive Safety Information

How can a driver be more prepared (pre-crash)

SAFER, 19thth of October 2017



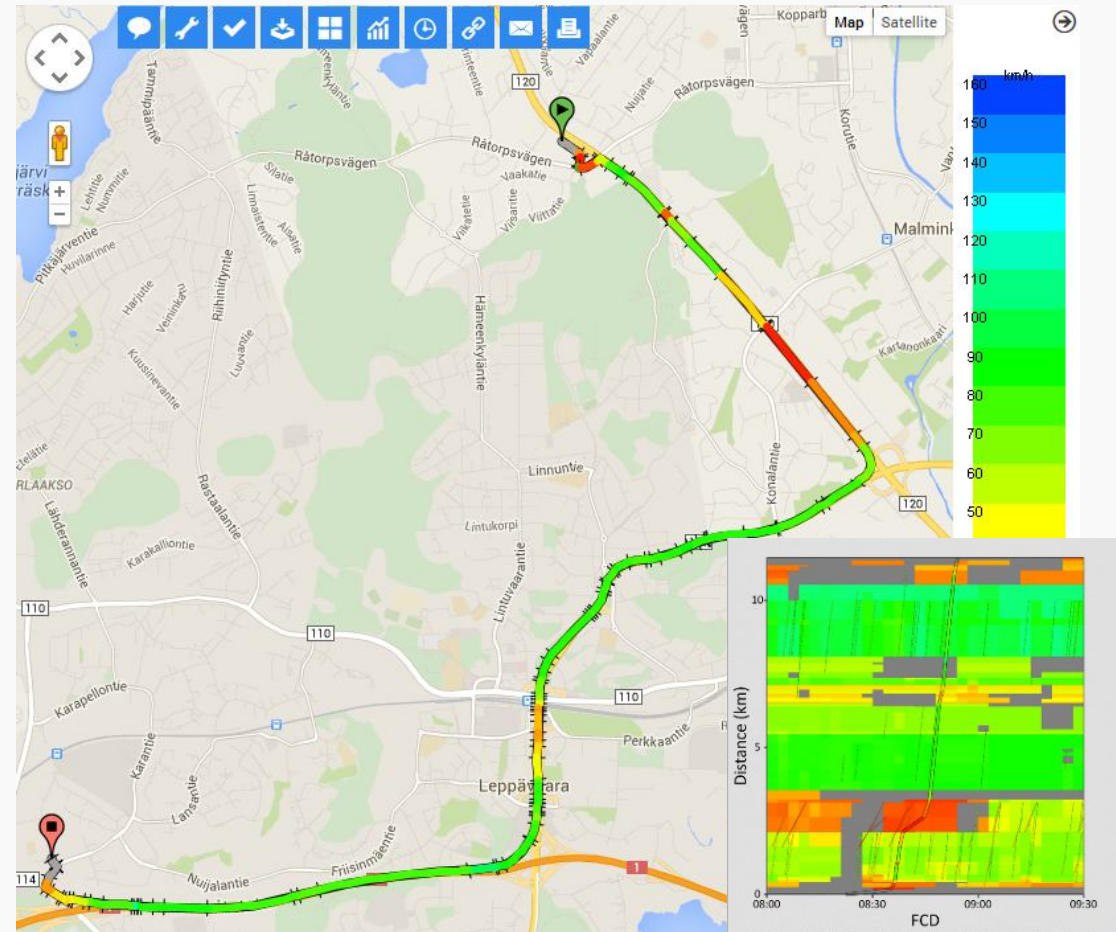
A nighttime photograph of a city street with light trails from cars, overlaid with a semi-transparent grey box containing the text 'Large amount of data'.

Large
amount of
data

Moving vehicles and positions

Thousands of cars drawing the colors on the maps


- Flow speeds are not informative enough alone
- Combining incident data makes them much more valuable for the driver
- Is there enough of data available during the nights and Christmas eve?



Nordic View

Service is more valuable with local tuning

Low traffic density in the Nordic environment has certain impact also for the traffic content. Risk types are very different in traffic. Locally designed content and sourced information makes the difference. Focus is in safety.



Incidents
ice build-up



Large Animals and very little data

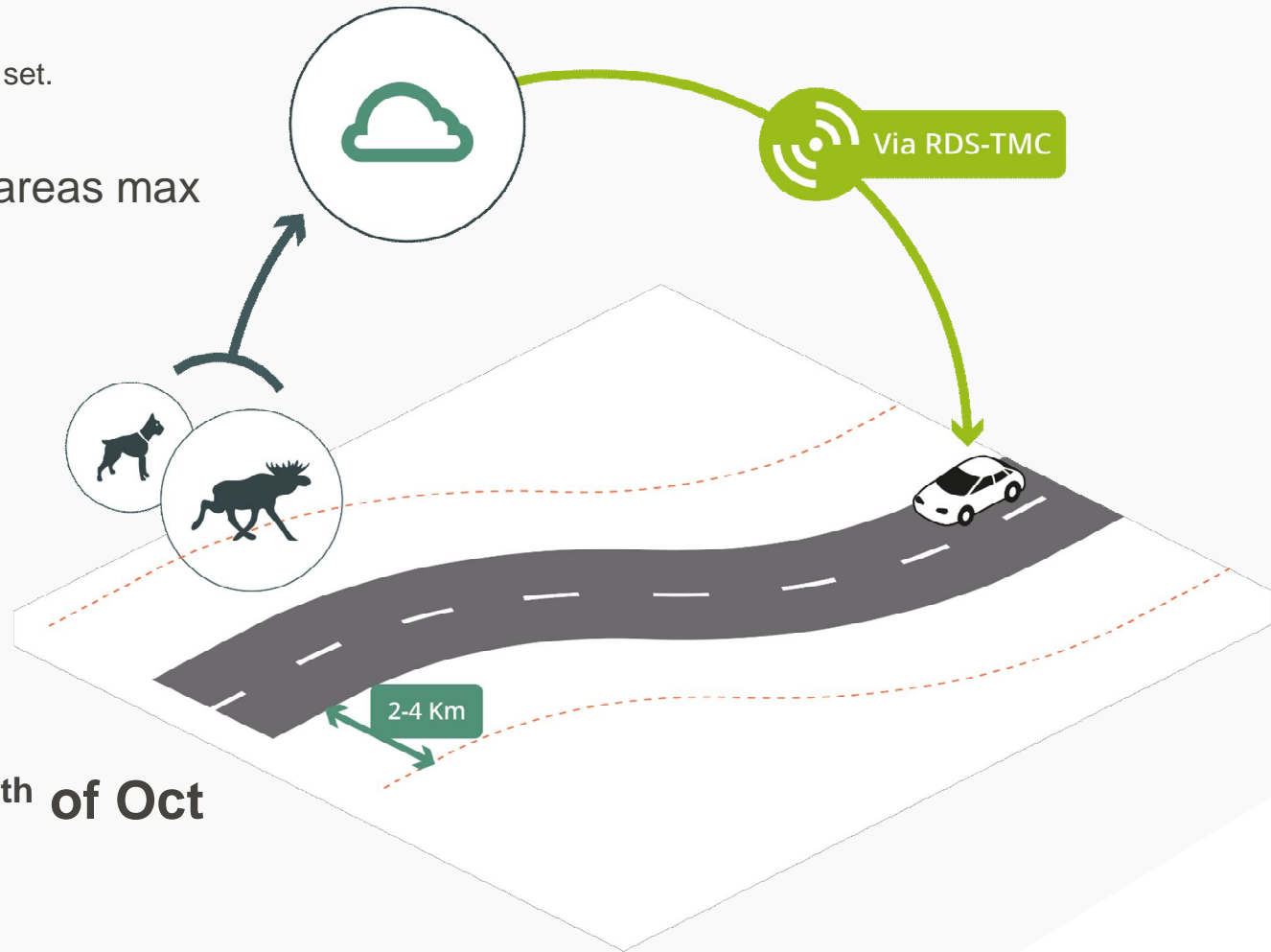
Automated pre-warnings for the driver

Know and trusted sources.

The highest risk to hit an elk is during sun rise and sun set.

- Pre-warnings valid only in high risk areas max 2h.
- Action required: slow down
- Warnings based on historical data analysis & real-time detection
- 15 000 alerts since Sep 2016

➤ **Available in Sweden since 8th of Oct**



GARMIN DRIVE™-SERIEN

Undvik kollision med älg

LÄS MER

v→traffic Aktiv älgvarning

GARMIN



Garmin DriveSmart™
61 LMT-D
&
Garmin Drive™
51 LMT-S

R

Reindeers

A photograph of a reindeer herd crossing a paved road in a forest. The reindeer are seen from behind, walking away from the camera. The road is a two-lane asphalt road with white dashed lines. The forest is dense with tall evergreen trees. The sky is overcast and grey. A large white letter 'R' is overlaid on the left side of the image, and the word 'Reindeers' is written in green text across the middle of the image.

Hey, can you find me! I'm in front of you



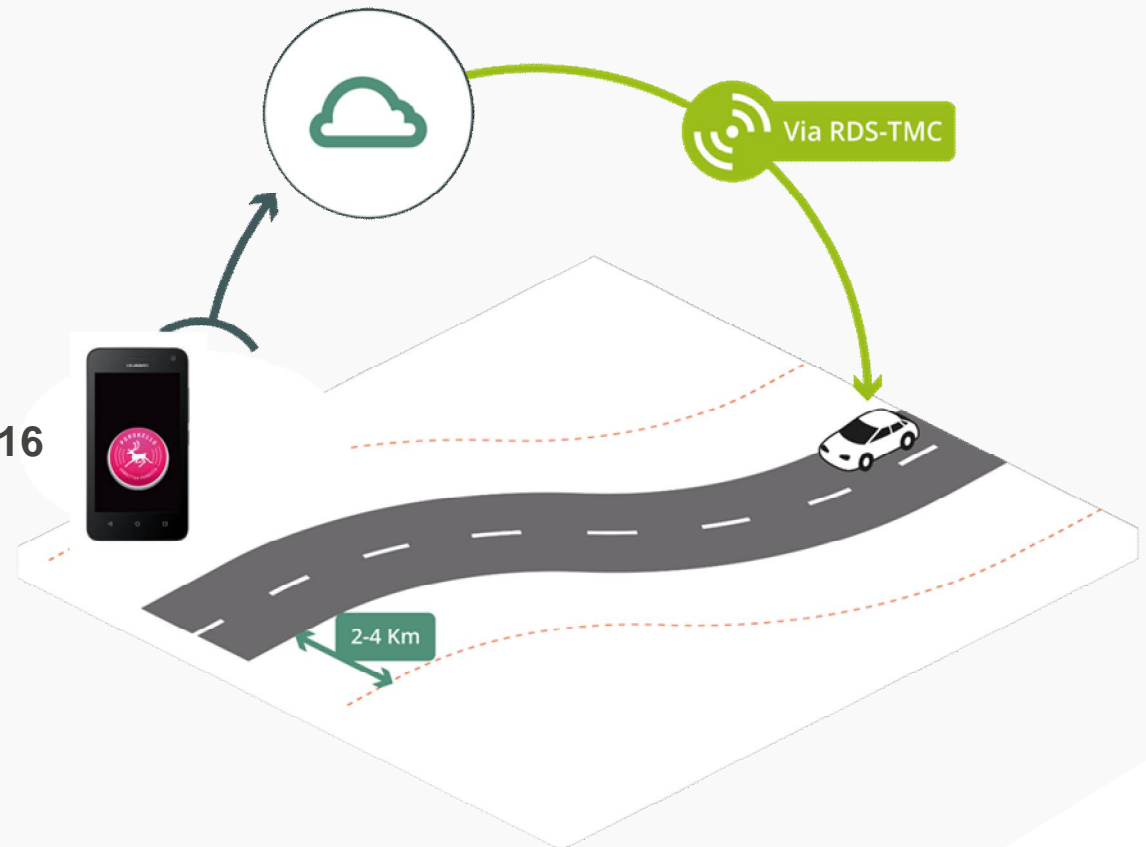
GARMIN 10/05/2017 08:06:20 67.18506 24.93513 62 KM/H

Professional source

1 000 highly motivated professional drivers

Historical accident data is now enriched with tens of thousands online alerts from Porokello App

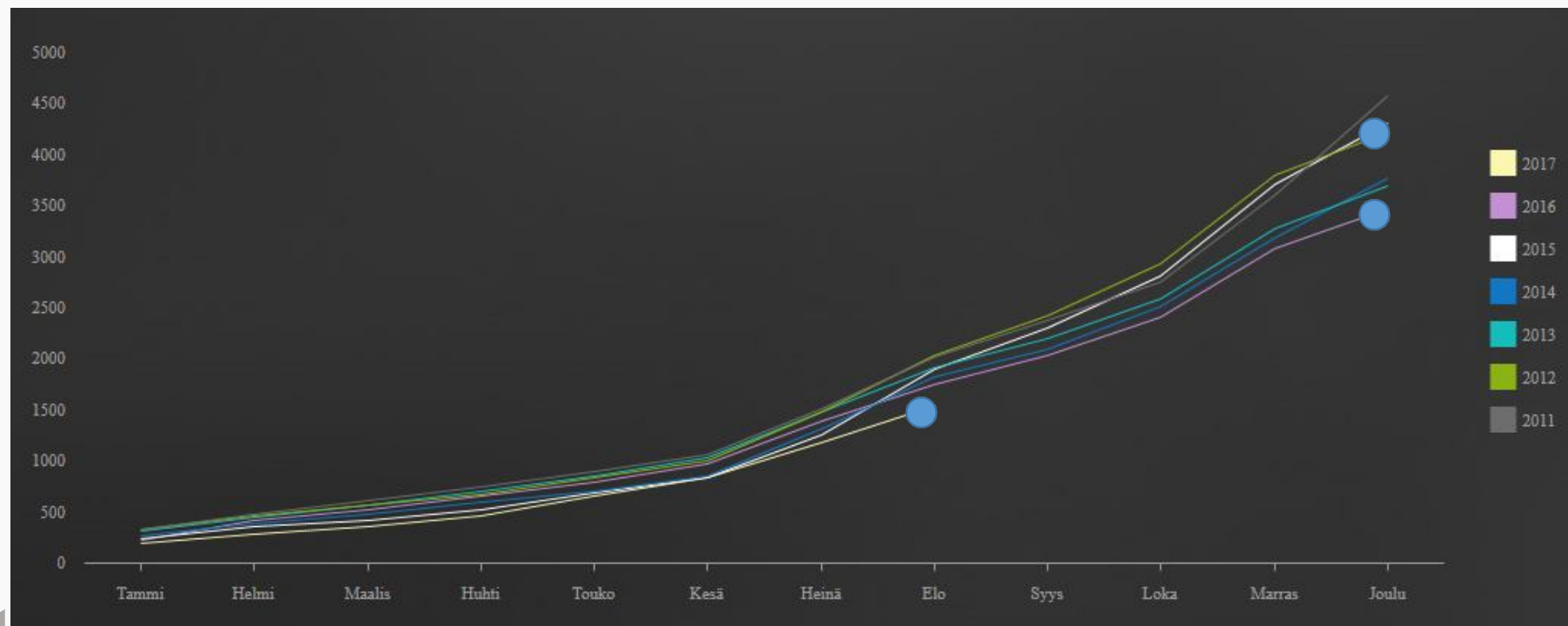
- Real-time warnings valid max 1h.
- Action required: slow down
- Warnings based on real-time detection and accident data updated twice a day.
- **205 000 online alerts given since March 2016**
- Available via Broadcast & connected services



So, is it any safer now?

205 000 online alerts made the difference in 18 months

Target of this project is to reduce number of reindeer accidents in half by year 2020

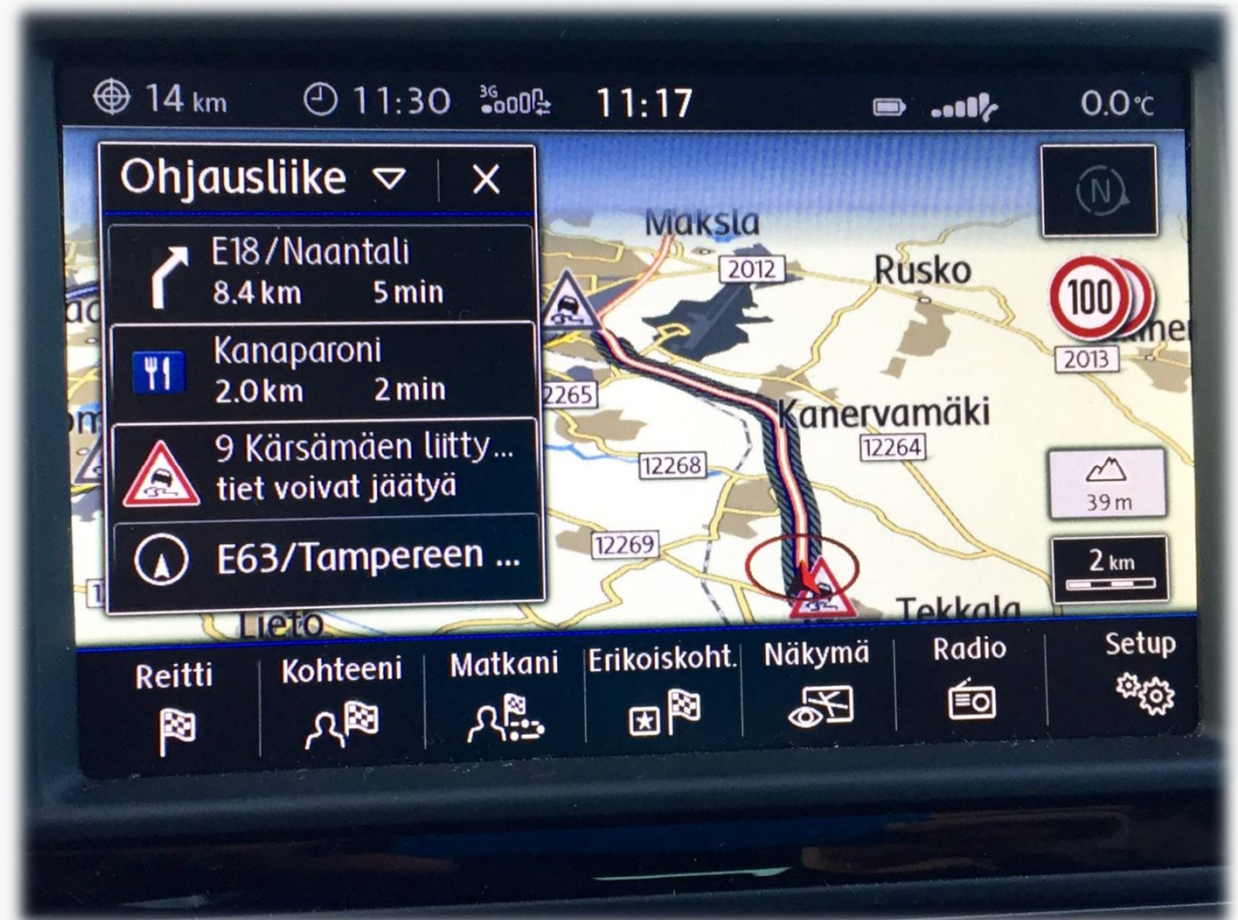




R Road Weather

V-Traffic Road Weather

Focus on sudden weather change on the road



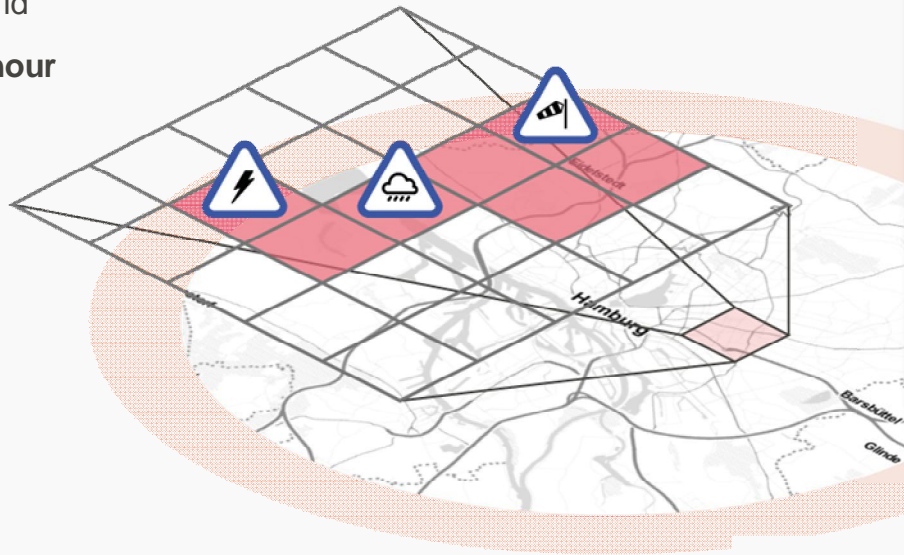
How it works and looks like

How we allocate the road weather

Weather situation
(Meteorological Institutes)



- Grid layer 10 x 10 km
- Alerts are sent to road segments crossing the effected grid
- Alerts updated **every hour**





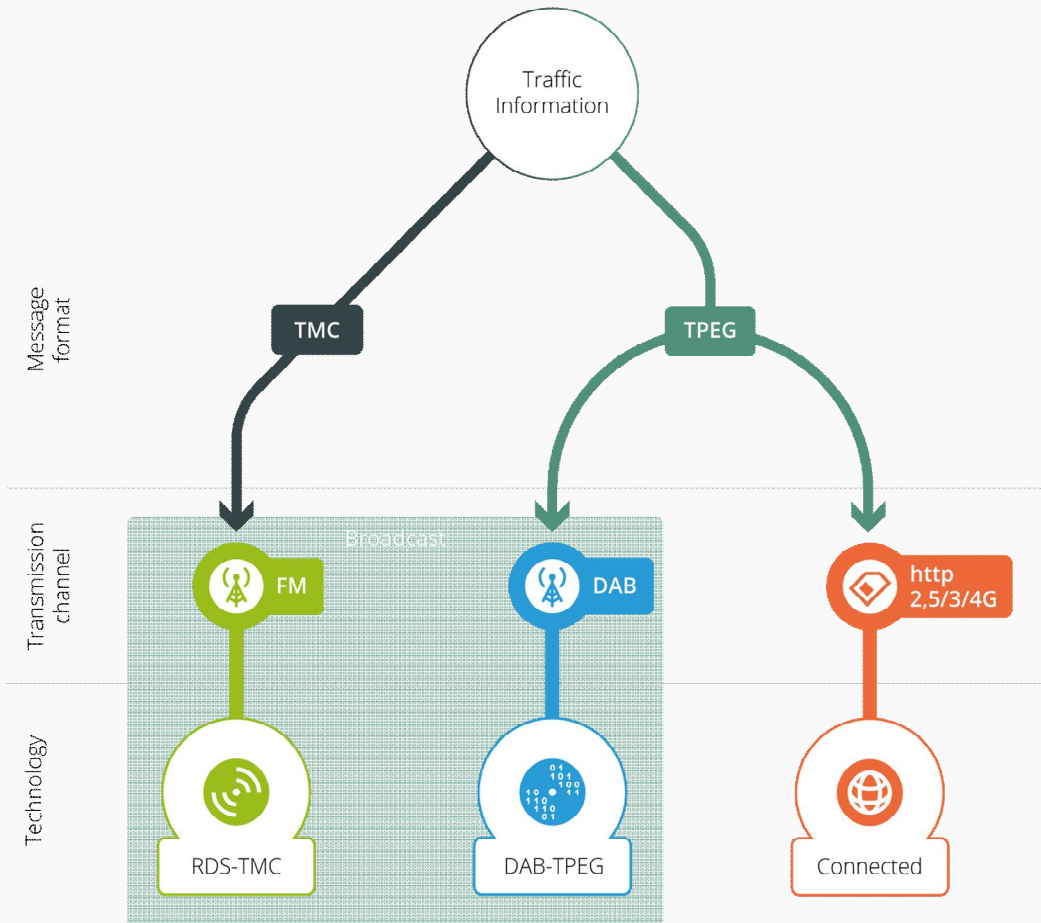
Process & Technologies

Premium Traffic Information

We have built our expertise by interpreting data collected from millions of road users across our international network so we can provide you with the most accurate and refined traffic information on the market.

How to reach us all then?

Best way to reach majority of the drivers today is hybrid approach – possibly even tomorrow.





TIC is a key function

V-Traffic TIC in Tallinn since 2009



- Manual backup, generating and check up
- For all Nordic countries & Estonia
- TIC operates 500 000 traffic incidents annually
- Major events, road works, UGC, Radio listening..
- Local understanding and approach.

V-Traffic services

Mediamobile, the company behind V-Traffic

Professional European Real-time Traffic Information provider since 1996. Mediamobile Nordic is part of Mediamobile S.A which is part of the TDF Group, European Leader in Terrestrial Broadcast.



Proactive Traffic & Safety information delivered 24/7

Sweden, Finland and Norway last 12 months



3 890 303



550 901



190 391



87 657



290 763



67 146



Automotive brands



Navigation Solution Providers



v→traffic

Media, Weather and Commercial partners



V-Traffic App (free)

Integrate safety & flexibility for smarter mobility in your app or website



Reliable & increasing Community



Premium Traffic information



The best route



Road weather



Combination of sources





Drive Safely!

v→traffic

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