



Media Release

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Optus launches traffic information system

Optus announced today the launch of Optus TrafficView, a national road traffic information system covering over 70,000 kilometres of Australian roads.

In a world first, Optus TrafficView will use a combination of 2G and 3G mobile data to deliver real-time, historic and predictive traffic flow information to the automotive, navigation and government markets.

Optus TrafficView uses a technology called Cellular Floating Vehicle Data (CFVD) from ITIS Holdings plc (ITIS) – distributed locally by Traffic Intelligence – to generate traffic information by anonymously processing signalling information from the Optus mobile network.

This data is combined with other sources including GPS-equipped vehicles and journalistic or traffic incident data to produce extensive traffic information including current journey times, current traffic speed, expected trip delays, incident cause and effect, intelligent routing and congestion indexes.

Scott Mason, Optus Business Marketing Director said, “With the launch of Optus TrafficView, Australian road authorities and traffic planning agencies now have access to high quality travel time and congestion information on every major highway and freeway based on information generated from the Optus mobile network.”

Optus Traffic View can also be integrated into existing traffic management systems or used in historical and predicative traffic analysis to provide high quality traffic information for those involved in traffic management and planning.

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