



Andrea Cerino
andrea.cerino@infoblu.it
Business Development
Infoblu
June 2010



// Index

INFOBLU - the Company

Infrastructure of data collection and distribution

Traffic information market

Infoblu services

Next generation services

// The Company

Infoblu was born inside Gruppo Autostrade in 2000, to improve and put on the market traffic information produced just for internal purposes.

The Company is controlled by
Autostrade per l'Italia
and
Octo Telematics

75% 

25% 

2009 revenues were over 4.5 million Euro

“Mission”

- Develop Infomobility Services Market by putting together and giving value to traffic data from Autostrade per l'Italia and other sources and become the main operator in Italy

3

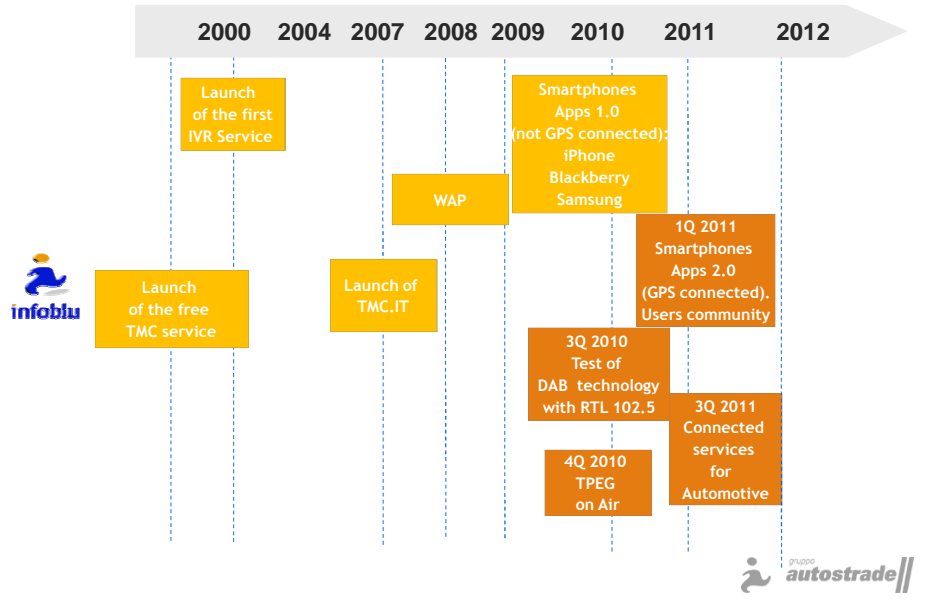


// Infoblu B2B customers

BROADCAST COMPANIES	PHONE COMPANIES	PERSONAL NAVIGATOR	CAR AUTOMOTIVE	INTERNET
   	   	     	     	      
			<p>90% of the market</p>	

4

// Infoblu highlight



// Index

INFOBLU - the Company

Infrastructure of data collection and distribution



Traffic information market

Infoblu services

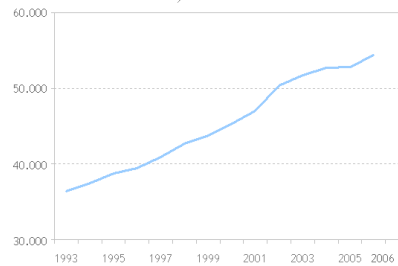
Next generation services

// Autostrade Group



	Autostrade per l'Italia	2,854.6 km
	Licensees controlled by Autostrade per l'Italia	553.5 km
	Totale	3,408.1 km

Andamento del traffico (migliaia di km annui)
+49,6% in 13 anni



7

// OCTO Telematics - FCD



OCTO Telematics gathers data from the cars equipped with their 'black box': it's the biggest European car fleet that produce Floating Car Data :

- Over 1,000,000 vehicles
- Over 41 billion kilometres per year

The integration of OCTO Telematics data with those coming from Autostrade Group makes Infoblu the only Italian Company able to supply reliable traffic informations nationwide



8

// Index

INFOBLU - the Company

Infrastructure of data collection and distribution

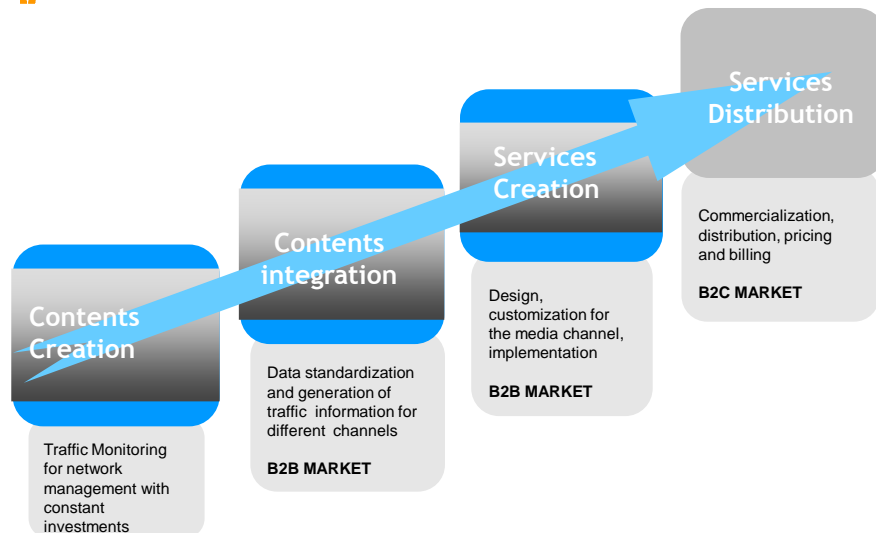
Traffic information market

Infoblu services

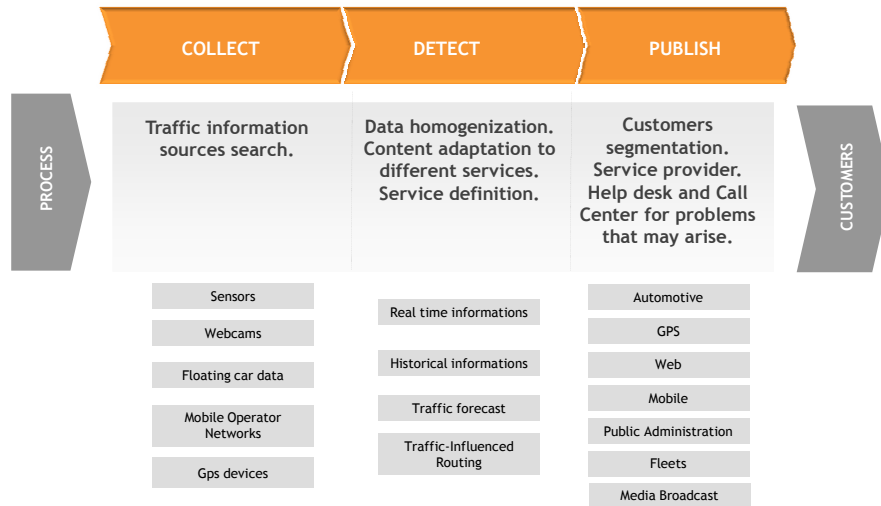
Next generation services



// The service chain



// Traffic Information: value chain



11

Infomobility operators have to be present in the whole process to be competitive

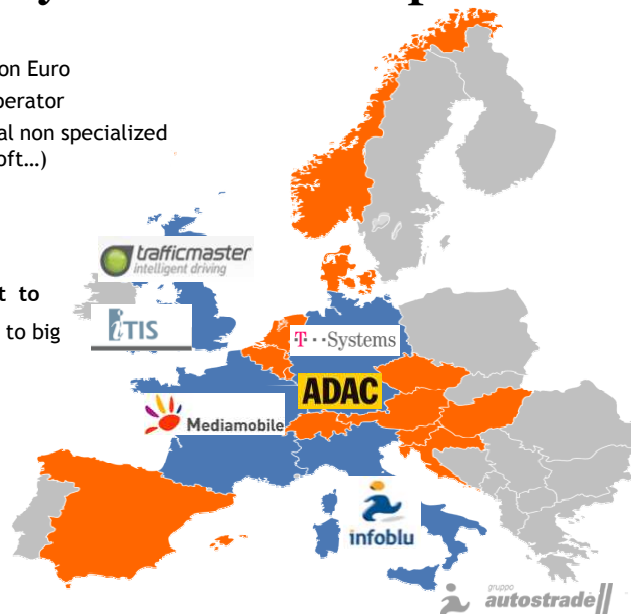


// Infomobility Market in Europe

- Market value : about 80 million Euro
- Many local 'little' national operator
- Incoming of 'big' international non specialized corporations (Google, Microsoft...)



Local operators must connect to provide Europe-sized services to big international customers



12

// Index

INFOBLU - the Company

Infrastructure of data collection and distribution

Traffic information market

Infoblu services

Next generation services



// Infoblu services



// Index

INFOBLU - the Company

Infrastructure of data collection and distribution

Traffic information market

Infoblu services

Next generation services



// Market trends

Current situation:

- Traffic news about accidents, traffic jams, work in progress, road closed...
- Routing based on statistic parameters (mainly distance)

The market demand :

- Database, increasingly updated in real time, more complete and detailed
- Data which is provided at a European level via agreements between local operators
- Easier access to information



// Infoblu development guidelines

Database enrichment by providing:

- information on more primary roads and urban areas
- routing based on historical and real time traffic data on all roads (FCD)
- dynamic speed limit (varying for weather conditions or work in progress)
- real time updated fuel price in highway's service areas in Europe
- real time informations about parking availability
- weather on the road nowcasting e forecasting

Technological adjustment of the distribution channels :

- From TMC to DAB
- Connected devices
- Smartphones application
- Web 2.0

European agreements



// Dynamic Travel Time

Infoblu, with Octo Telematics FCD data, plus agreements with Municipalities, Social Communities on the Web, Taxi Drivers, Mobile Phone Companies can cover all the primary roads and major urban areas.

Real time information about traffic flow allow to update routing in a dynamic way



// Dynamic Speed Limits

Dynamic lanes management on the highways :

- A57 (Venezia-Mestre)
- A14 (Bologna Borgo Panigale - San Lazzaro)

Temporary speed limits reduction due to weather conditions, roadworks, accidents ...



// Real time fuel prices

On the network of Autostrade Group, all filling stations owners upgrade in real time fuel price's information, which is controlled by inspectors and visualized on panel called 'Benzacartelloni'



// Parking Information

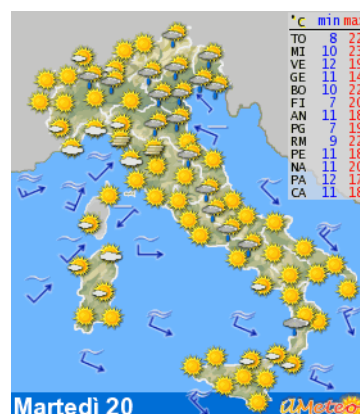
- Infoblu is signing agreements with the Municipalities of Turin, Florence, Genova, Cagliari, Bologna
- Talks are underway with the Municipalities of Rome and Milan (especially for the Expo 2015)



// Weather Report

Data provided by :

- Gruppo Autostrade (400 switchboard along the highways)
- Weather reports provider (ilmeteo.it for detailed local forecasting)



// Distribution Channel (DAB)

The distribution channel must be improved to support all available informations, that require a band larger than TMC.

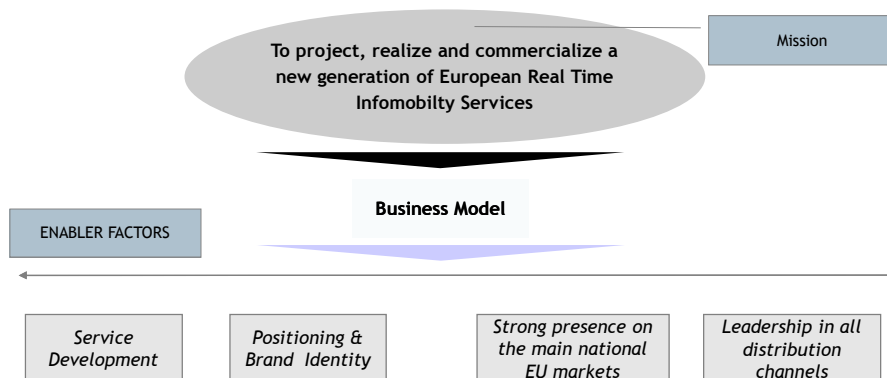
DAB (Digital Audio Broadcasting) can support the service


DAB network today in Italy:

- could reach 65% of the population
- works at his best in open space, mainly on cars, on the highways and primary roads
- our TMC partner, RTL 102,5 is highly involved in developing DAB applications too



// Agreements between local operators





Thank you

www.infoblu.it
www.tmcitaly.it

