



We put traffic on the map.
And into your application.

NAVTEQ IS THE LEADER IN PROVIDING REAL-TIME TRAFFIC SERVICES.

NAVTEQ has been providing real-time traffic services since 2004, and we've learned what it takes to provide accurate, reliable, and timely traffic data. We have assembled a unique combination of data sources, advanced technology and quality processes necessary to support and deliver robust, nationwide real-time traffic coverage. Our formats and business models flexibly support whatever product and pricing scenario your application requires. NAVTEQ TRAFFIC™ is the only provider of real-time traffic services that offer:

- Comprehensive, reliable nationwide coverage
- Traffic flow conditions with speed values
- Unplanned incidents such as accidents and stalled vehicles
- Planned incidents such as road construction and closures
- Traffic data designed for seamless integration with digital map content

THE NAVTEQ QUALITY ADVANTAGE.

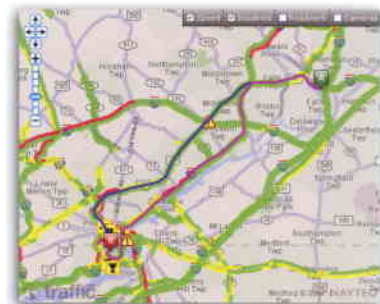
Our highly accurate data is a result of combining the right sources with the right processing:

- Proprietary sensors: our highly accurate sensor network covers 35% more roadway than the nearest competitor
- Probe: robust GPS and cellular probes improve coverage and accuracy
- Data validation: proprietary data corroboration and verification methods check and recheck data accuracy
- Data processing: unique processing capabilities combine and prioritize multiple data sources to provide the most accurate speed values possible

THE NAVTEQ MARKET ADVANTAGE.

Our best in class real-time traffic services enjoy wide and growing market visibility with:

- More than 50 vehicle models
- More than 20 portable navigation devices
- Almost 200 television and radio stations across the U.S.
- More than 6 million monthly unique users of Traffic.com online content



Top – NAVTEQ TRAFFIC delivers flow, incident and construction data.

Bottom – All markets are quality certified prior to release.



THE NAVTEQ TRAFFIC PRODUCT PORTFOLIO INCLUDES:



Real-time traffic delivered via satellite radio includes nationwide coverage. NAVTEQ is the exclusive provider of real-time traffic services for all satellite radio providers in North America.



Real-time traffic delivered over FM radio using a radio data system (RDS) sub-carrier channel. RDS is well suited for auto companies and PND manufacturers.



Real-time traffic designed to meet the needs of application service providers who primarily serve mobile and internet customers. The service is delivered using the standard XML format.



Coming: Fall 2008. Real-time traffic delivered over hybrid digital (HD) radio's high bandwidth will mark a major leap forward as additional data services beyond traffic become available.

NAVTEQ TRAFFIC is the right choice regardless of your format or application requirements

Count on NAVTEQ TRAFFIC when you're looking for:

- The industry's leading traffic data
- A proven approach to data validation and management
- A commitment to data quality and accuracy
- Broad market coverage across the full range of formats and distribution channels
- Flexible business models

NAVTEQ TRAFFIC Markets

● Satellite, Mobile, ML

● RDS



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