



NAVTEQ TRAFFIC PATTERNS™

Comprehensive coverage of typical traffic congestion.
From the traffic experts at NAVTEQ.

THE LEADER IN TRAFFIC SOLUTIONS.

NAVTEQ has long been a leader in the development of innovative solutions for navigation. NAVTEQ TRAFFIC PATTERNS is one more way we're enhancing the traffic-enabled navigation experience and helping our customers bring powerful, versatile and reliable solutions to a wider audience. With our growing comprehensive traffic data coverage, and the incorporation of billions of probe records, NAVTEQ has dramatically increased the scope of traffic intelligence.

AN ENHANCED PRODUCT TO SUPPORT ENHANCED ROUTING.

NAVTEQ TRAFFIC PATTERNS is a database of average traffic flow velocity for specific sections of road, georeferenced to the NAVTEQ map database via Traffic Message Channel (TMC) locations.

The ability to see patterns in traffic creates opportunities to offer enhanced routing features and arrival time estimation for navigation products. NAVTEQ TRAFFIC PATTERNS delivers useful, accurate and typical speed values for primary, secondary and surface roads across North America. The product covers many areas in which real-time traffic service is not available. Our standard product features include:

- 7 daily traffic models plus 2 optimized models (Mon. – Thu. and Sat. – Sun.)
- Updated speed values in 15 minute and hourly increments
- Holiday traffic appendices featuring recommended routing strategies for national holidays in the U.S. and Canada
- Coverage from the largest major freeways down to smaller neighborhood roads, resulting in optimal detours and city rerouting to avoid traffic congestion

Our latest release features the following updates:

- An average of 41 percent improvement in travel time accuracy
- Nearly one million miles of coverage in North America, including all of the most heavily-traveled roads in every major U.S. urban area
- New highway-to-highway ramp coverage for major U.S. metro areas
- Expanded coverage on high-volume surface roads
- Additional source data, including more than 5.5 billion processed GPS probe points



NAVTEQ TRAFFIC PATTERNS historical data enables optimized routes with more precise trip time estimates. In the examples above, having routing enhanced by historical conditions, shown here in blue, suggests a better route that ends up saving the driver up to 13 minutes in San Francisco or Toronto.

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navteq.com



BOOSTING EFFICIENCIES. INCREASING ACCURACY. EMPOWERING DRIVERS.

NAVTEQ TRAFFIC PATTERNS benefits both our customers and consumers. It allows our customers to differentiate their products from the competition while encouraging the replacement of older devices. It enables end users to take advantage of more accurate estimated times of arrival, which in turn help improve departure planning. Additionally, consumers are able to save time and fuel by using localized alternate route calculations which help avoid the most congested roads.

THE RIGHT INFORMATION. VERIFIED BY NAVTEQ.

As part of our exhaustive quality control program, teams of geographic analysts nationwide have driven the road network to collect thousands of hours of actual traffic speeds, which have been used to verify more than 525,000 miles of NAVTEQ TRAFFIC PATTERNS data. This figure represents a composite of targeted drives in different markets on different road types and other routes selected at the discretion of our field experts. The result is a rigorously tested product that helps drivers make more informed decisions than before.

NAVTEQ TRAFFIC PATTERNS now covers nearly one million miles of roadways across North America. Detailed coverage, including surface roads, is available in the markets shown below.



Applications using NAVTEQ Traffic Patterns provide new highway-to-highway ramp coverage where traffic jams usually occur in major U.S. metro areas, including New York City (shown above).

ADVANCED TECHNOLOGY. SIMPLE CONCEPT.

Only NAVTEQ TRAFFIC PATTERNS combines:

- State of the art probe data processing including both point and route-based observations
- Data from NAVTEQ's proprietary sensor network
- Advanced road network modeling techniques
- Innovative parametric splining and smoothing
- Smart data type fusion

Our updated product offers more features, more intelligently created.

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