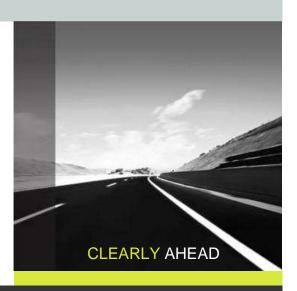
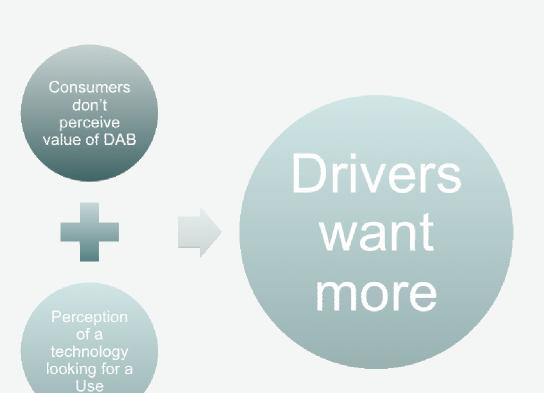


Digital Radio Applications for the car market

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Articulating the value proposition for DAB





The problem ~ Despite success of RDS TMC, drivers now expect more

Location referencing

Can only be described between predefined location codes (I.e. inaccurate)

Delivery channel

Can only be delivered over FM (I.e. low bandwidth)

Traffic content

Can only provide incident-based information (I.e. "accident ahead")

Other content

Can only provide traffic-related content (I.e. not suitable for travel information)

Flexibility

Can only describe events using predefined sentences (I.e. inflexible)

Scalability

Cannot be easily expanded or changed (I.e. not-scalable)

Customer expectation surpasses RDS TMC capabilities

The vision

Traffic 1.0



Incident information

PrecisionTraffic



Flow information



Predictive/historic data



"Confidence" information

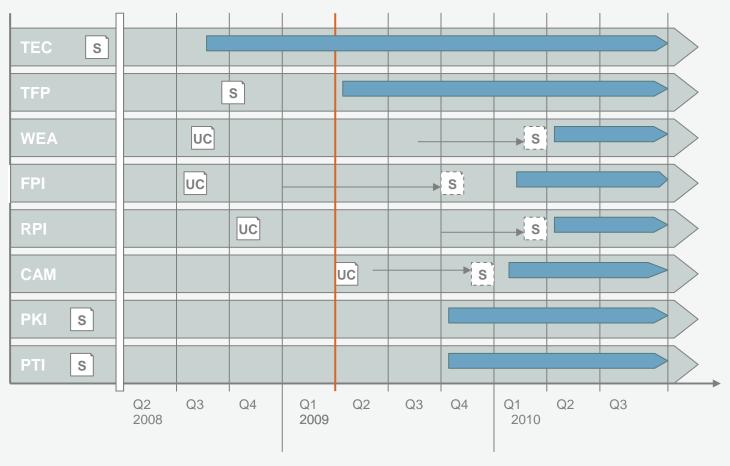


High-speed delivery channel



Improved driver feedback

TPEG Application Roadmap



Uc Use case raised

S Spec Available



Broadcast available

Conclusion

Next-Generation Traffic and Travel Services deliver real value to the driver and are being driven* forward by the entire industry

