



2 MIN DELAY
ETA 12:35 PM

Developed by: **TRAFFICCAST**

TrafficCarma™ Crowd-Sourced Mobile Traffic App



Commuter-Oriented Traffic Information

- The Daily Commuter needs advice on their known Route Choices, not annoying turn-by-turn navigation explaining how to get to work, home and airport.
- Media Partners benefit from personalized brand presence for these Commuter Decisions.
- TrafficCarma supplements on-air reports to reach the virtual communities that form each rush hour on expressways and adds coverage during off-peak hours.
- TrafficCarma does not require replacement of station's traffic provider.



Distribution Partnerships

- Leverage audience to mobile platform with branding and personality (i.e., Station talent contributing sponsorable, driving tips, shortcuts, get-away suggestions, etc.).
- Increase Audience Engagement - maintain and grow mobile/social media relationships.
- Create cross-platform promotions with new opportunities to monetize a digital platform.



Crowd-Sourcing Integrated with Advanced Data

- Turn the 'Traffic Tipster' into a 'Carma Contributor.'
- User-Generated Content is aggregated into TrafficCast's advanced Data Fusion Engine.
- All traffic information is curated through TrafficCast Operations Centers.



Syndication Business Model

- Partners split 'Carma digital ad inventory – including graphics and audio.
- Market Exclusivities available within media verticals.
- Optional on-line Interface for to support station reporting.
- Minimal Start-up & Maintenance Fees.
- Relevant on-air promotion to drive audience engagement.
- Use "Carma Points" & other social media benefits for partner loyalty campaigns.

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TrafficCarma

by TrafficCast International, Inc.



Commuter-Focused Mobile App

TrafficCarma™, the first mobile app focused on the 120 million commuters in the U.S., and their daily trek to and from home, work, train station, airport and their other regular destinations.

For commuters, crowd-sourced content is combined with road speed data, public reports of accidents, road construction, camera imaging and other metrics. Commuters receive information relevant to their personal routes through audio and graphic presentation that minimizes driver distraction.

For broadcasters, TrafficCarma migrates the time-honored “traffic tipster” to the mobile environment, integrated with the optional TrafficCaster interface for on-air use. Radio can add TrafficCarma voice clips to reports, Television can overlay contributed video onto on-air graphics. Both receive tools to enhance social media connections to their audience.

TrafficCarma Mobile APP User Interface

The screenshot shows the app's main interface with the following callouts:

- Sponsor:** Points to the top banner for Navy Federal Credit Union.
- Media Partner:** Points to the '99X' radio station logo.
- Best Route to Work:** Points to the 'WORK 1' card showing a 23-minute delay.
- Bridge or Tunnel Express or Local Lanes Leave Now or Wait:** Points to the 'Major Roadways' section at the bottom.
- Save Last Drive:** Points to the 'SAVE LAST ROUTE' button in the top right.
- Personalized Audio Report:** Points to the speaker icon.
- Enter/Share Incidents:** Points to the incident reporting icon.
- Personalized Routes:** Points to the 'My Routes' section showing 'WORK 1', 'WORK 2', and 'HOME'.
- Key Market Routes:** Points to the 'Major Roadways' section.

About TrafficCast

- Advanced traffic data processing and analysis for over 10 years.
- Provides traffic data to the vehicle dashboard to 8 of the top 10 automakers.
- Provides traffic data to the largest web and mobile navigation websites.
- Processes over a billion GPS probe points each day.

