



White Labeling of Mobile Traffic Apps



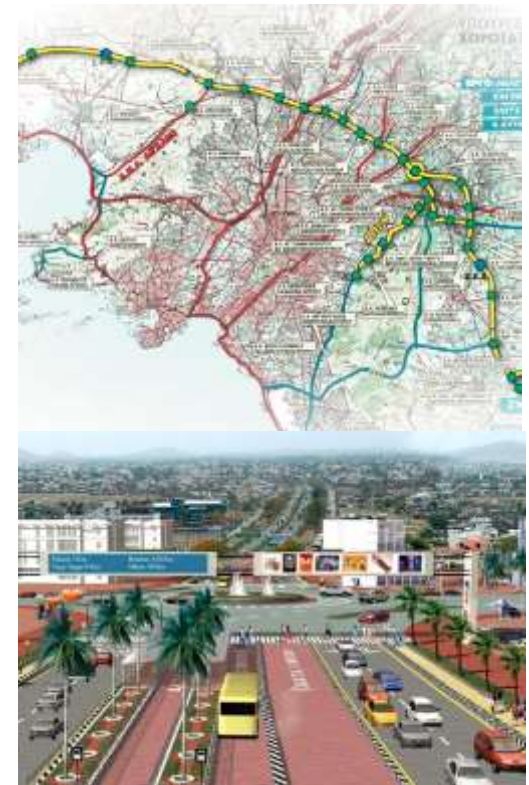
ITS Canada ACGM 22014
IBI Group & GreenOwl Mobile
June 3rd, 2014



Defining the cities of tomorrow

IBI Group provides leading edge systems consulting and software development for Smart Mobility

- Design of information technology, security and smart building systems
- Development of large-scale revenue collection, traffic control, and wired/wireless telecommunication systems
- Strategic Planning and integration of systems to make our urban environments smarter and therefore more efficient and sustainable





- A mobile app developer with a key focus on developing the safest audio information traveler app on the market, since 2009
- Winner of the 2013 New Canadian Commercial ITS Technology/innovation/R&D Award
- Raised \$3.5M venture funding
- Its narrow-casting audio technology and crowd-sourced traffic platform are used by various transportation agencies and media companies in Canada and US
- Based in Toronto, Canada



- Mobile Apps in Traffic Management
- White Labeling
- Crowd Sourcing
- Current and Future Directions in Connecting a Mobile World
- Example Research and Implementations
- Questions

Some Key Characteristics of Mobile Apps

- Allow for proper driver interaction while minimizing distraction and complying with local laws
- Provide an effective method for connecting drivers to vehicles to infrastructure
- Provide relevant and current information both pre-trip and enroute



- There are many different Apps in the market place
- Challenge is that the Apps are mostly different and often contain different information or are focused on a single area
- App information is often presented differently and the “real time” information is out of date and not validated by real-world situations.

- White labeling allows for the same product to be deployed multiple times:
 - Product can look and be integrated with the providers other products
 - Allows for multiple private and public sector deployments in the same region



- Benefits to agencies deploying:
 - Better acceptance by agencies and private sectors into market
 - Ability to integrate look and feel with existing applications (directly linked or embedded)
 - Can receive user data back (in terms of routes and incidents collected)
 - Can control and provide specific content



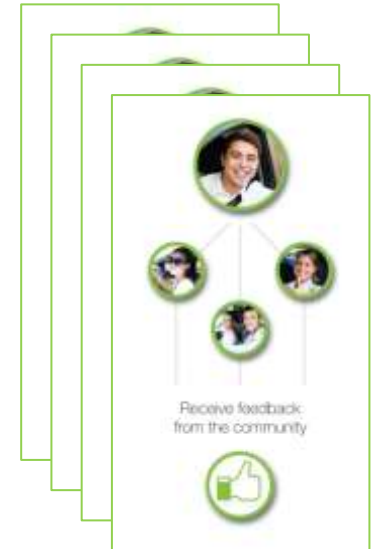
- Benefits of white labeling for agencies deploying:
 - Allows the App provider to focus on refreshing the App for new operating system releases reducing costs and time to market
 - Allows Agency to focus on branding and marketing of the product for their region



iOS 8 Preview



- Encourages traveller's participation
- Utilizes or augments existing data collected by Agencies (i.e. Bluetooth, Loop, and probe-based) as well as incident data
- Sharing and collection of data from multiple deployed systems (the real power of the app)



Future Trends & Example Research



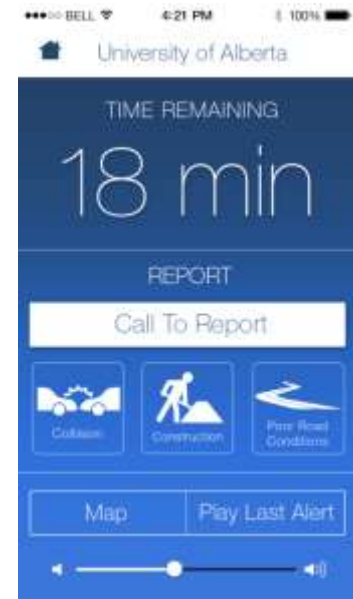
Based on over 2M user sessions from our system, we have observed the following trends:

- Users react positively to call-to-actions from other users to report traffic
 - We see a 20% up-take rate
- Users recall audio alert much better than a visual only alert while driving
- Users expect information is already personalize and location-based for them and should be real-time



Based on over 2M user sessions from our system, we have observed the following trends:

- Personalized Push notification increases user engagement
- Blue-tooth integration provides better user experience



Separate before driving
and while driving use
case



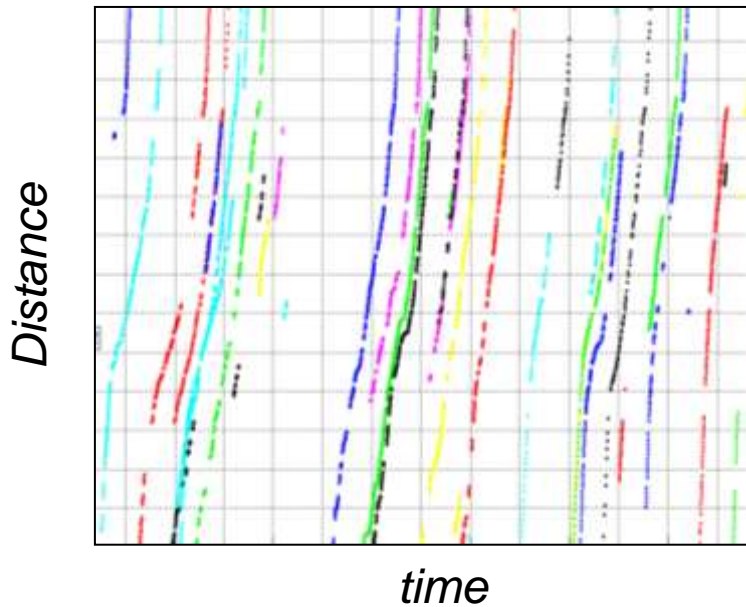
Auto-dismiss
Maximize screen/colour
impact



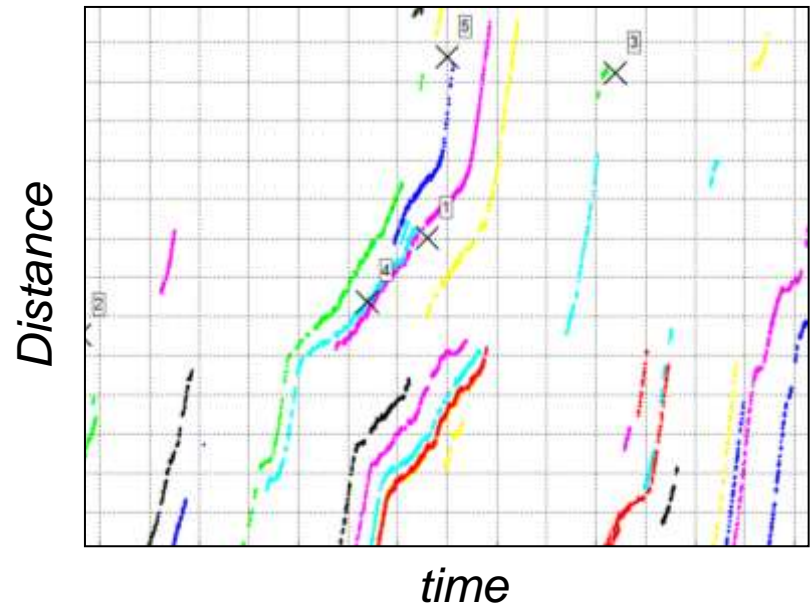
One-touch
Simple
Audio feedback



Without incident time-space diagram



With incident time-space diagram



Live tutorial demonstration

Thank you!