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Nokia, NAVTEQ in large scale trial for traffic information generated by GPS-phones



Nokia, UC Berkeley's California Center for Innovative Transportation (CCIT), the California Department of Transportation (Caltrans), the U.S. Department of Transportation and NAVTEQ are launching today Mobile Millennium, a public pilot that will collect and study traffic data received from GPS-enabled mobile devices. The aim of this pilot is to provide more accurate traffic data on road segments where conventional means such as loop sensors are not deployed.

The Mobile Millennium traffic data is based in part on the backbone technology of NAVTEQ Traffic, which provides nation-wide aggregated traffic data in the US from a variety of sources, now including real-time data from GPS-enabled mobile phones in vehicles traveling on the highways.

The pilot will operate over four to six months and up to 10,000 members of the public community can participate.

Privacy
A particularly interesting element of this trial is that the protection of personal privacy was built into the very core of the reporting technology used in Mobile Millennium. From inception, researchers built safeguards into the system, such as stripping individual device identifiers from the transmitted traffic data, using banking-grade encryption techniques to protect the transmission of data, and drawing data only from targeted roadways where traffic information is needed. The system continuously filters information to remove data that can be tied to a particular phone, minimizing the amount of sensitive information ever created, transmitted or stored.

This trial is very interesting because it allows Nokia and NAVTEQ to test such system on a rather large scale and ultimately to use these technologies in commercial applications in the coming years.

Monday 10th November 2008
Ludovic Privat

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1. Posted by **Alexey Belyaev** on 2008-11-11 09:53 Ludovic,

Just for the sake of completeness - similar systems are in production for some in Moscow, Russia. One is Yandex Mobile Maps, (maps.yandex.ru) made by Yandex - leading Russian Internet search engine, btw it works on Symbian, WinMobile and J2ME phones. Another is Cityguide (www.cityguide.ru) - commercial navigation system supplier. As for the scale, I suspect that Yandex system includes more than 10k probes during business day and definitely it covers Moscow region appx. 100x100 km. I am not directly associated with abovementioned companies and projects, just user.

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