



Search **GO**

LOCAL U.S. & WORLD ENTERTAINMENT WEIRD BUSINESS GREEN

Sign up for Email and Mobile Alerts [Subscribe to RSS](#)

Gridlock Gadget: New Cell Phone Software to Help Drivers Avoid Traffic



Getty Images

The software works by figuring out the location and speed of a person's cell phone as it travels in a moving car.

New cell phone gadget could help you avoid traffic.

Updated 1:08 PM PST, Mon, Nov 10, 2008

Related Topics: [Alexandre Bayen](#) | [Quinn Jacobson](#) | [Transportation](#)

[2](#) Comments [Post a Comment](#)

[PRINT](#) [EMAIL](#) [SHARE](#)

Watch Video

It's a dilemma commuters often face when traffic grinds to a halt on the freeway: Should they stay on the road in hopes of quickly picking up speed or do they veer off in search of a better route.

Soon, they can look to their cell phones for advice in making the best decision.

Starting Monday, the University of California, Berkeley, will offer free downloads of a software program for phones equipped with a global positioning system as part of a pilot project called Mobile Millennium. Researchers say the technology will provide live traffic conditions, tell people how long their commute will take and help them avoid traffic by steering them to less congested roads.

A new software program helps drivers find their way through gridlocked traffic just by looking at their cell phones.

They say the technology even has the potential to help people make travel plans in real time by coordinating a person's itinerary with current traffic conditions.

"If the phone knows where you are and where you're going, it can tell you when you should be leaving or else you're going to be late," said [Alexandre Bayen](#), a civil engineering professor who is heading the project out of UC, Berkeley's, California Center for Innovative Technology.

For the last few decades transportation officials have judged freeway traffic patterns by using cameras and sensors embedded in the pavement. Information from those sensors is transmitted to Web sites that feature color-coded maps indicating average freeway speeds.

But the sensors are expensive, so they're installed every few miles or so and limited to major freeways. That means traffic speed is not registered at every point on the road, making it hard to provide accurate, real-time traffic information.

As a result, commuters say what appears to be gridlock ahead is sometimes resolved by the time they arrive. At other times, bottlenecks materialize without warning.

Such limitations have led experts to believe that a better way to electronically measure traffic would be to put monitoring equipment inside vehicles and provide customized information based on the motorist's trip destination.

The software works by figuring out the location and speed of a person's cell phone as it travels in a moving car. The data go to a computer server, which processes the information, compares it to other traffic data and sends the current traffic conditions back to the phone.

Click on [this link](#) to find out how to download the application.

Users can get traffic information by looking at a map on their phone or by listening to an audio report if they don't want to take their eyes off the road.

GPS technology provides a faster and cheaper way to track traffic, especially in areas where it's hard to measure traffic flow, such as city streets and rural roads, said

Related Stories

[View All >](#)

Police Display Items Allegedly Stolen by LAX Baggage Handlers

Nov 22, 2008 | 4 comments

Top Stories - News

[View All >](#)

Police Search for Hit-and-Run Killer

6 hours ago

President-Elect's Big-Money Ideas for Economy

Nov 23, 2008 | 4 comments

Feds Consider Throwing Citigroup a Line

4 hours ago

Sponsored Links

[Bay Area Expert Tech Support 24/7](#)
We are Microsoft Gold Certified Expert Small Business Specialists.
[www.BayMCP.com](#)

[Bay Area Corporate Team Building Events](#)
Fun & Productive Adventures. Countless Activities To Choose From.
[www.Absolute-Adventures.com](#)

[Bay Area Highway Conditions](#)
Get free real-time speed & accident reports for the entire Bay Area.
[www.sigalert.com](#)

Quinn Jacobson, research leader at Nokia Research Center in Palo Alto, which co-sponsored the project. Other backers include the California Department of Transportation and the federal Research and Innovative Technology Administration.

"Clearly we can't put sensors on the road everywhere, but we do have cell phone coverage everywhere," he said. "GPS allow us fill in all those gaps."

Although the ability to track drivers wherever they go also has sinister implications, researchers say the software uses encryption techniques to protect privacy.

"We can't identify you, your cell phone number is stripped off, whatever data sent to us is encrypted," Bayen said.

The free software program is available nationwide to anyone with a GPS-equipped cell phone. For now, researchers are concentrating on getting up to 10,000 Northern Californians to download it so they can monitor traffic conditions on the major commuter corridors between the San Francisco Bay area and Sacramento.

They say the more people come online, the more traffic data will be collected, which will improve the system's accuracy. Also, it will help them get traffic conditions on city streets as drivers spread out across the network.

By assessing traffic conditions on those so-called surface streets, the system will also be able to suggest alternate routes when there's gridlock on the freeway. That in turn could lead to more efficient use of the freeway and roadway system.

"It's a very powerful thing if you think about it," Jacobson said. "Having potentially all the drivers out there contributing as a community to give you insight on traffic condition."

Copyright Associated Press

First Published: Nov 9, 2008 9:57 PM PST

« Previous Story | Next Story »

NEWS | SPORTS | AROUND TOWN | HEALTH | WEATHER
| TRAFFIC & AUTOS | RSS NEWS FEEDS | MOBILE
ABOUT | CONTACT | ADVERTISE | NBC BAY AREA TV |
NBC LOCAL | NBC PROPERTIES | TERMS OF SERVICE |
PRIVACY POLICY
© 2008 NBC UNIVERSAL, INC. ALL RIGHTS RESERVED.

Comments (2)

Sort by: Most Recent | Oldest

phil Monday, Nov 10 at 6:48 PM

[FLAG COMMENT](#)

I have been using Google Mobile Maps for this which provides good maps but the traffic data is often out of date. This looks like it will be a much better system. Looking forward to testing it.

cirE Monday, Nov 10 at 3:33 PM

[FLAG COMMENT](#)

In my opinion, it was a poor choice to show a photo of someone driving while holding the phone for this story. Especially considering theres a law against driving and talking on the phone without using a hands-free device. I saw at least three people breaking this law on my dive in to work today and these "children" dont need any more encouragement as far as I'm concerned.

Post a Comment

Name

Comment - You have 2000 characters left

Enter **both words** below, separated by a space, in the field located to the lower right. Can't read the words below? [Try different words](#) or an [audio captcha](#). [What's this?](#)

Couldn't load the image. Please press the "try another" button (🔄). If this continues, email support@recaptcha.net with error X0001