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NEWS ARTICLE

NAVTEQ dials into new traffic monitoring data

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NAVTEQ and parent company Nokia are building a foundation for traffic monitoring in the new millennium with Mobile Millennium, which integrates NAVTEQ Traffic and data from GPS-enabled Nokia phones.

The Mobile Millennium pilot was launched on November 10 in the San Francisco Bay Area, enlisting more than 10,000 handset owners providing GPS location data to derive a highly accurate depiction of real world traffic conditions, delivered to handheld devices via Navteq Traffic.

NAVTEQ Traffic integrates the data from Mobile Millennium with data from other sources including GPS-enabled commercial devices, taxis and fleet vehicles, and fixed sensor data points from toll tag readers and proprietary and government sensors.

At ITS World Congress, Navteq is presenting a live demo of the system on Tuesday morning. During this demonstration, 25 vehicles will drive the streets of Manhattan and broadcast traffic data back to the NAVTEQ booth where attendees can see the results in real-time. This is the first proof of the system on urban roads.

"The key to the success of Mobile Millennium is the privacy guarantee," says Quinn Jacobson, Ph.D., principal scientist, Nokia Research Center, Palo Alto. "Privacy is a top concern of the public and of Nokia. We want users to trust the system, so it is very

important for us to be proactive about the privacy side."

Jacobson notes that Navteq never tracks anyone who has not voluntarily opted in. "We never collect any data except for anonymous aggregated data," he confirms. In addition, Nokia's Privacy by Design system filters information to remove any data that could identify an individual phone.

Anyone with a GPS-enabled device and two-way communication can participate in Mobile Millennium. Nokia is developing partnerships with mobile carriers but users can opt in to the program regardless. Currently, Navteq's pilot in northern California is free to users, and the company is discussing the next phase on how the business model would evolve.

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