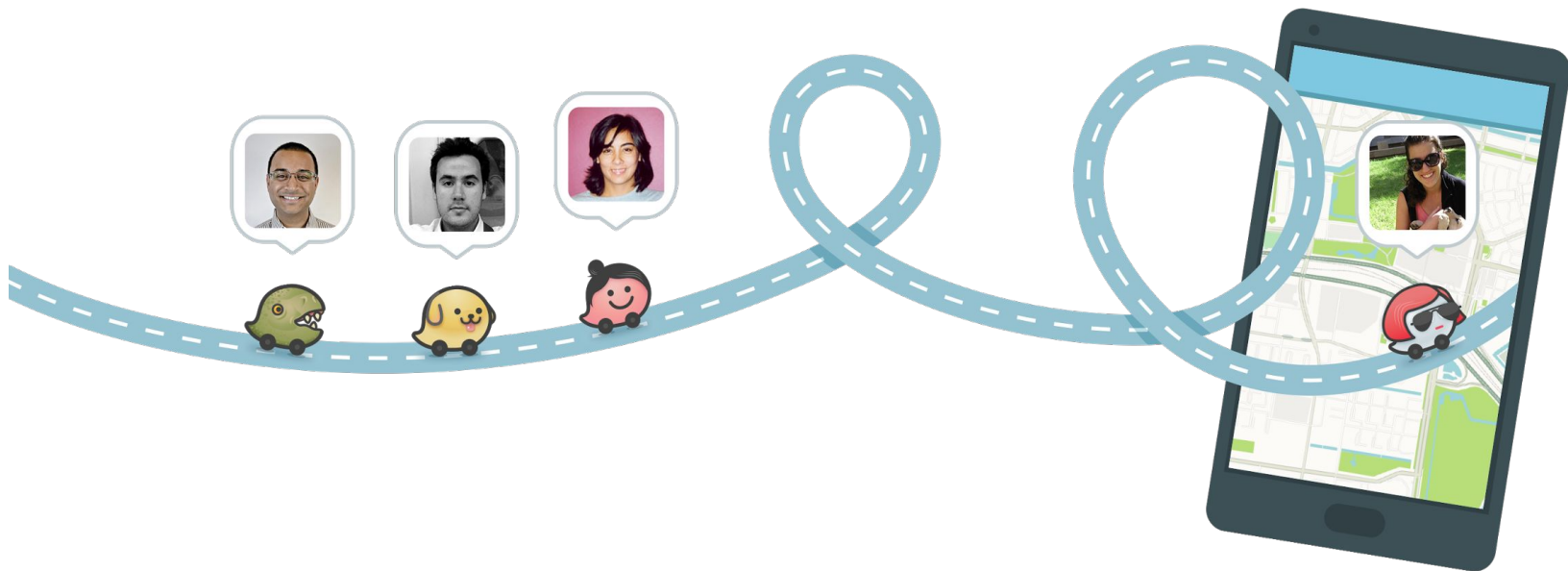waze

OUTSMARTING TRAFFIC, TOGETHER

Outline

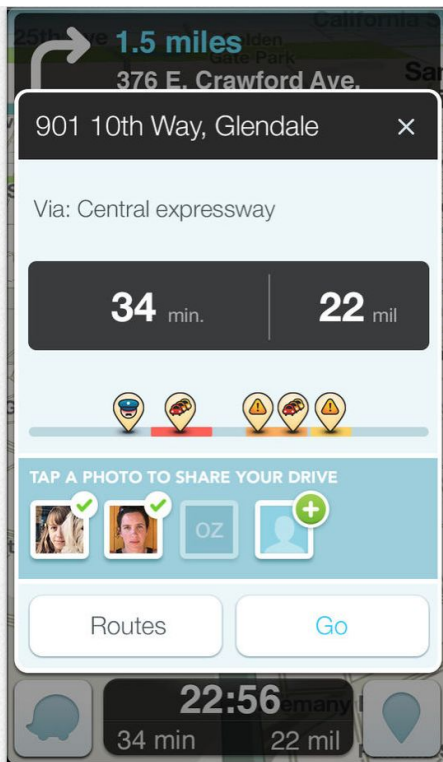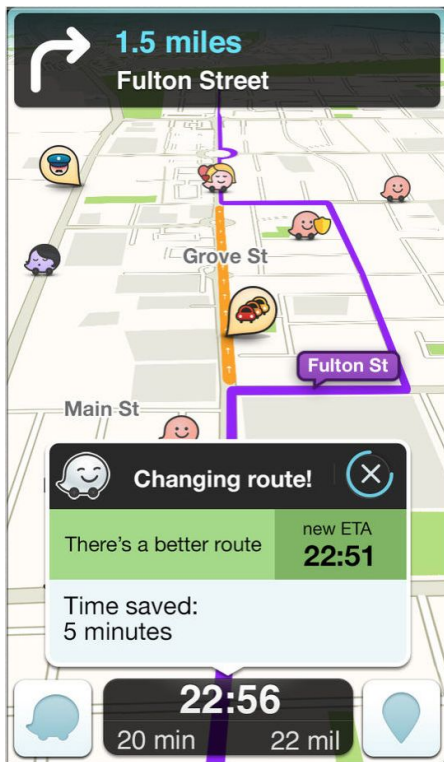1. The App
2. The Firm
3. The Smart Cities

waze.hu

Waze...

is a social GPS, MAP, NAVIGATION system which drives you from A to B based on real-time traffic data avoiding jams, dangerous intersections, hazards.

waze.hu

Waze Mission

Save 5 minutes/day every day for every driver

The beginning

- maps are outdated, usual updates ½ year later, so
- the map is drawn by the GPS positions of the drivers
- need for user reports (speedcam, police, hazard)

- scalable system based on user #
- find investors (TA + PA/MV)

waze.hu

The App

Runs on smartphones (~~BB~~, ~~Symbian~~, ~~WM~~, ~~WP~~, Android, iOS)

Vector-based map with minimal data

Online navigation

Passive and active contribution

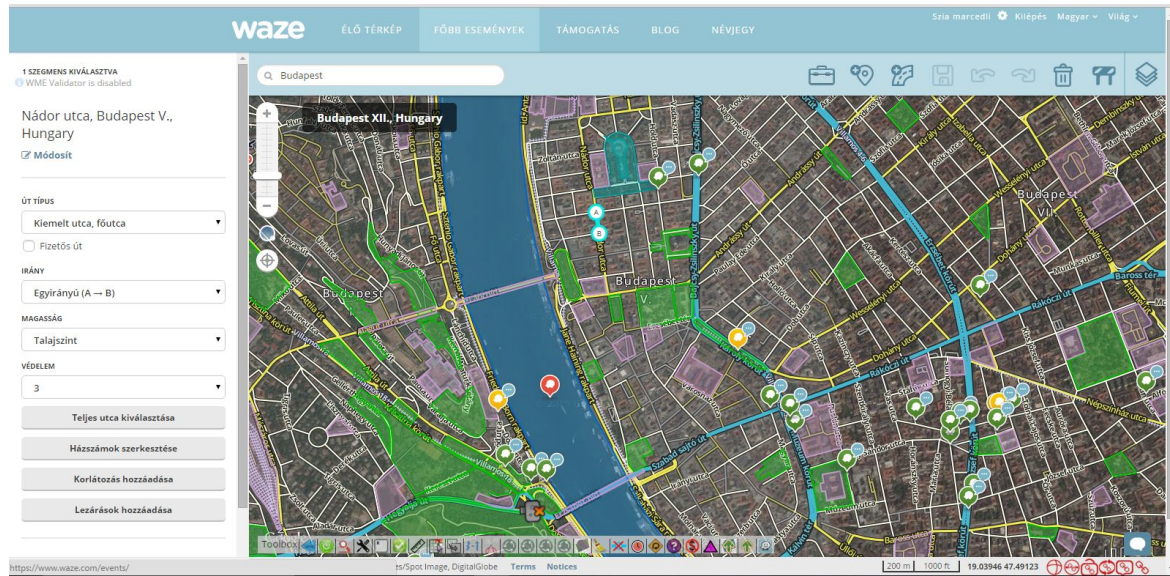Social functions (posts, route sharing)

The Map

-first based on wazer GPS route, function-focused editor (not that user friendly)

-basemap

-2012 WME

functions extending

-tile update 1-2 days

Backend

Static data

- map, POI (Places) database
- segment drivethrough times (/hour, /day, /month + holidays)

Dynamic

- real-time drivethrough time
- closures

Scale

Il, NA, INTL cloud servers for routing, map

Community

Drivers
>75 m

Reporters
>10 m

Editors
>700.000

Champs
156

Numbers

50 m wazer and 500.000 editor drove 49.1 b kms and sent 459 m reports

Country toplist:

1. United States
2. Brazil
3. Malaysia
4. France
5. Israel
6. Colombia

7. Indonesia
8. Mexico
9. Chile
10. Italy
11. Philippines
12. Costa Rica

Reports:

243M

105M

56M

12M

4M

4M

Partners:

100+ **Broadcasters**
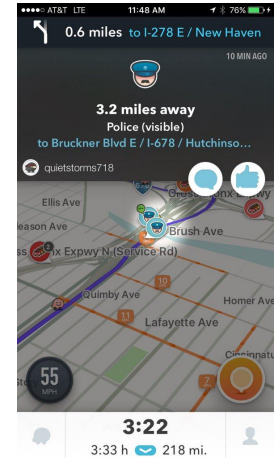
100 **CCP**

8 **Mobile carriers**

waze.hu

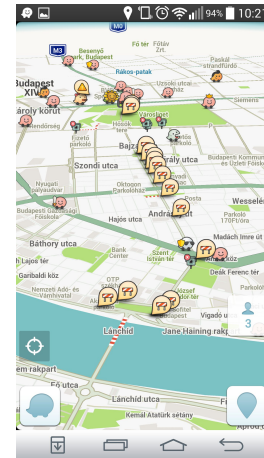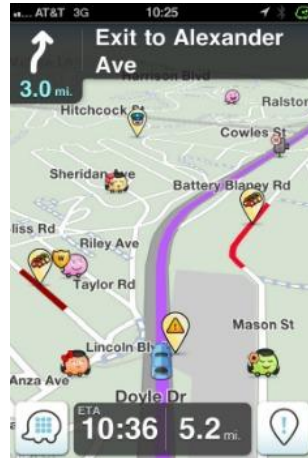## Milestones

2006. Freemap Israel (Ehud)

2009. Waze (Ehud, Amir, Uri)

2010. TA+PA

2013. Google

Startup

Definition

1. Innovative

2. Ability for growth

3. Ability for international marketing

4. firm structure which allows rapid expanse

5. Social aspect

Changes after Google acquisition

1. Innovative - **Technical development, new functions**

2. Ability for Growth - **Google resources**

3. International market - **Stable background, search, news, ads**

4. Rapid growth - **Easier to reach ppl, critical mass**

5. Social aspect - Didn't change

Employees

1	10	80	130	200	300
2006	2008	2011	2013	2015	2016

waze.hu
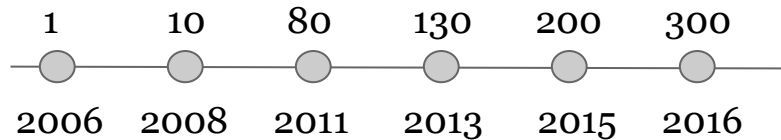
Waze and CCP

The closure and event information is provided by the primary source, the government

Traffic data helps the government to monitor, analize and plan traffic
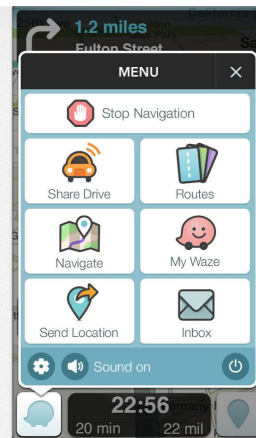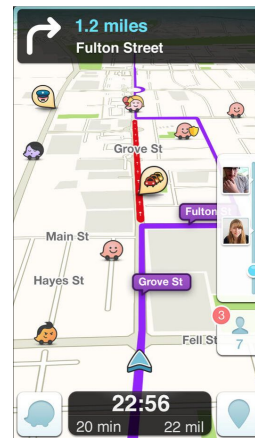
W10 AND CONNECTED CITIZENS REVEAL

- **15 partners:** Iowa, Florida, Jakarta, Rio, LA, Sydney, Boston, WDC, Tel Aviv, Costa Rica, Kentucky, Oregon, Barcelona, Latvia, Budapest

- generated **1 b media impressions** in 24 hrs

CONNECTED CITIZENS DATA EXCHANGE

Data exchange:

ROAD CLOSURES

INCIDENTS REPORTS

REAL-TIME TRAFFIC INFORMATION

DANGEROUS INTERSECTIONS

Distribution channels:

INBOX MESSAGE
MOBILE APP

LIVEMAP / WEBPAGE
DESKTOP

PINS ON THE MAP
DESKTOP & MOBILE

SOCIAL MEDIA
PROMOTION

waze

BUILDING SMARTER PARTNERSHIPS

Partnering with Waze enables DOTs to:

1. **Respond** to incidents in real-time

2. **Analyze** Waze data to make smarter transportation decisions

3. **Create direct communication channel** between governments and citizens

WAZE CONNECTED CITIZENS

# INTEGRATING WAZE DATA INTO TRAFFIC OPERATIONS

- **Integrate** data into traffic management centers

- **Surface** alerts as they occur

- **Respond** to accidents in real time

DATA ANALYSIS: MEASURING INCIDENT LEVELS

Analysis of Waze incident data can:

1. **Compare congestion levels** over time and across neighborhoods

2. **Identify traffic-prone areas**

3. **Determine impact of major road closures** or other traffic events

4. **Evaluate traffic management** approach to repeated events

5. **Assess deployment of traffic management personnel**

RECLAMAÇÕES WAZE - TODA A CIDADE
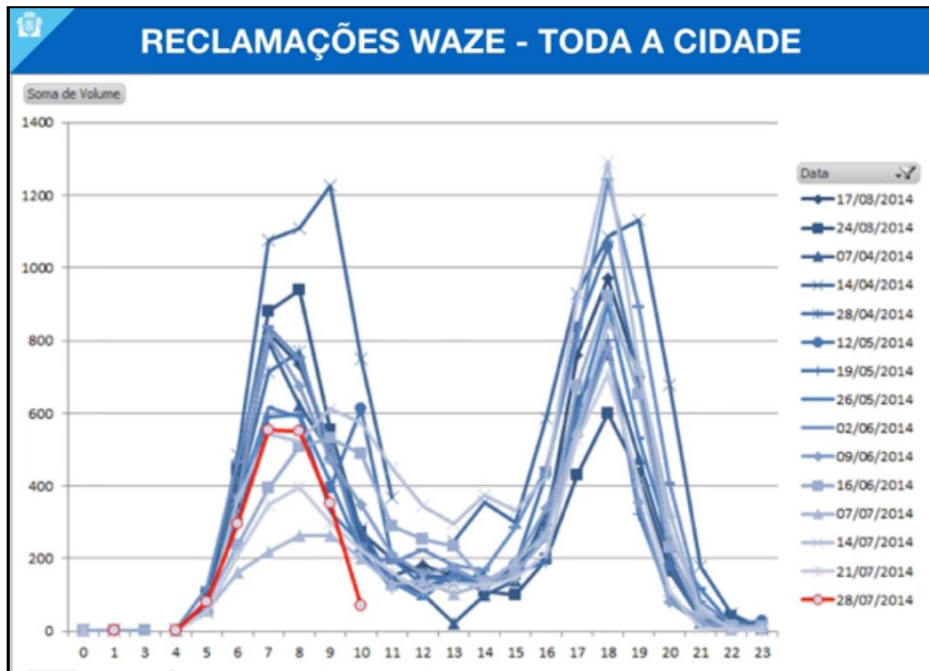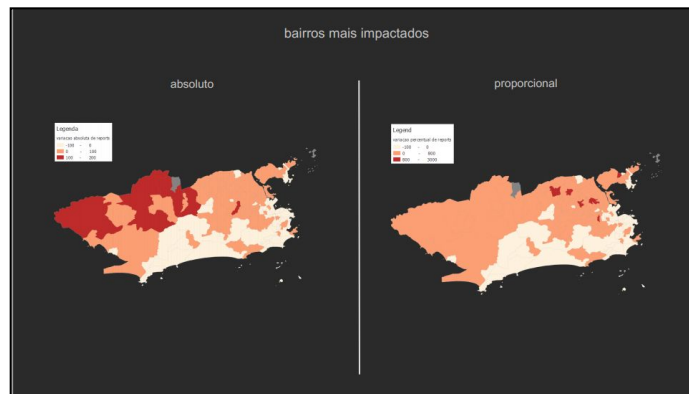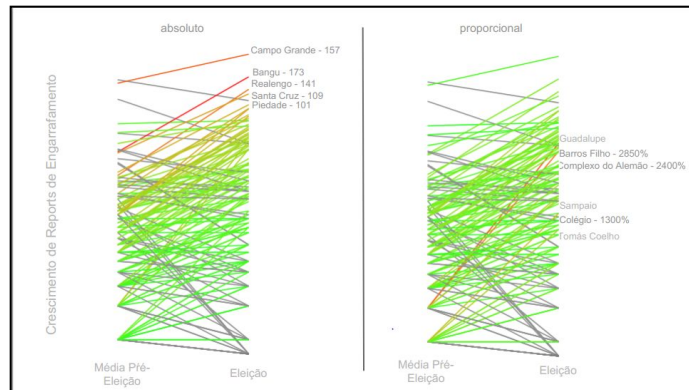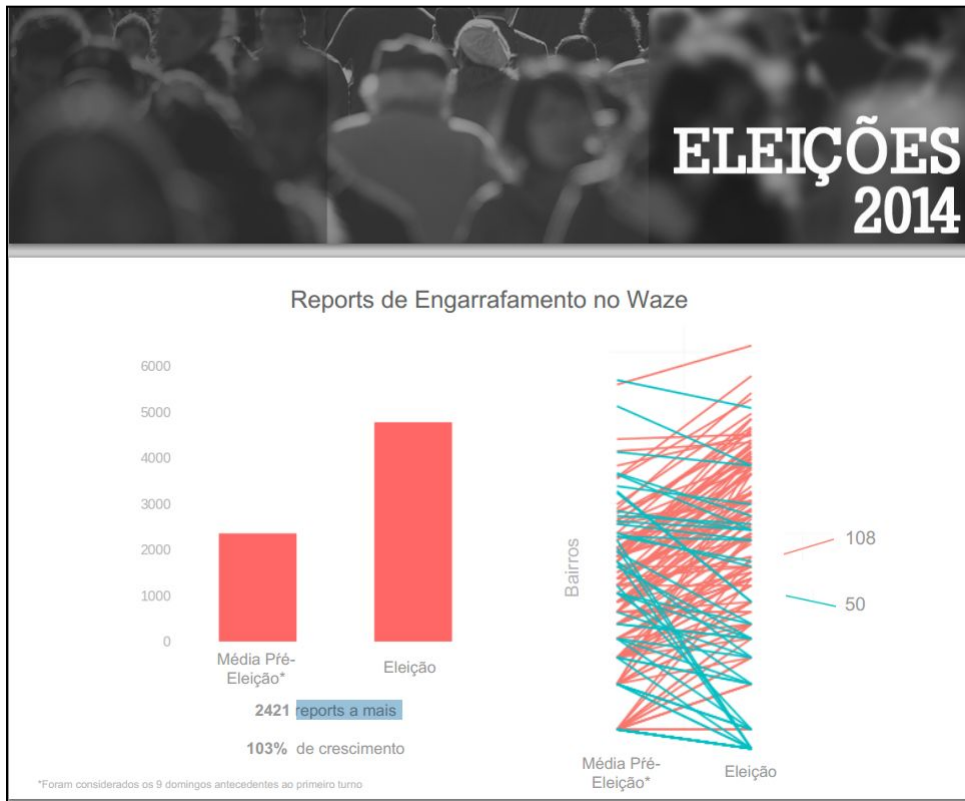
Priorize tasks with heat maps
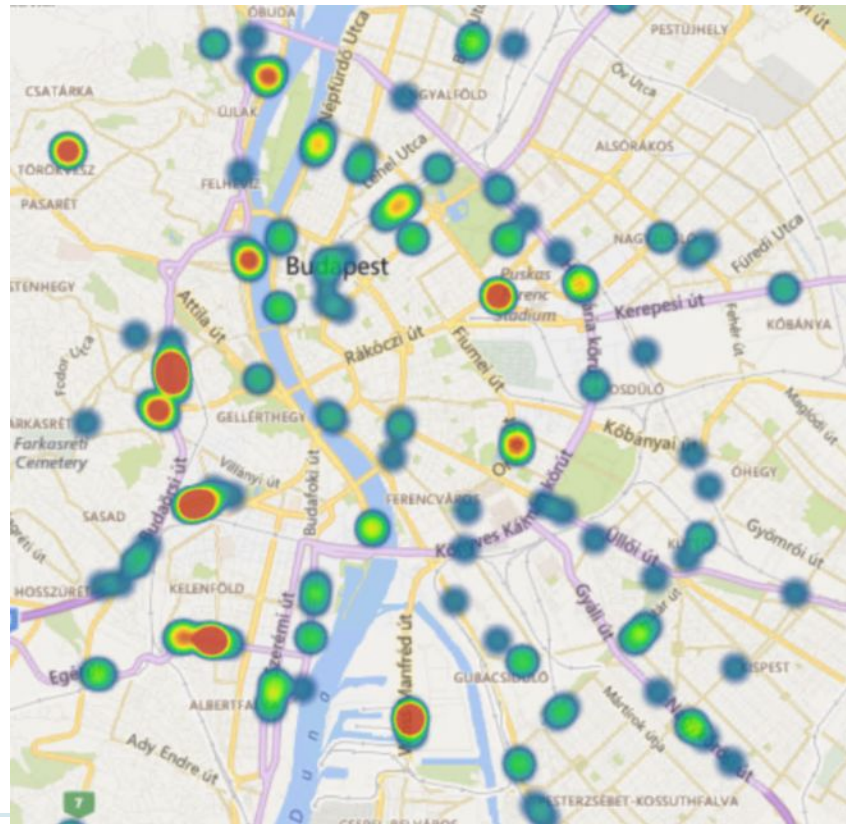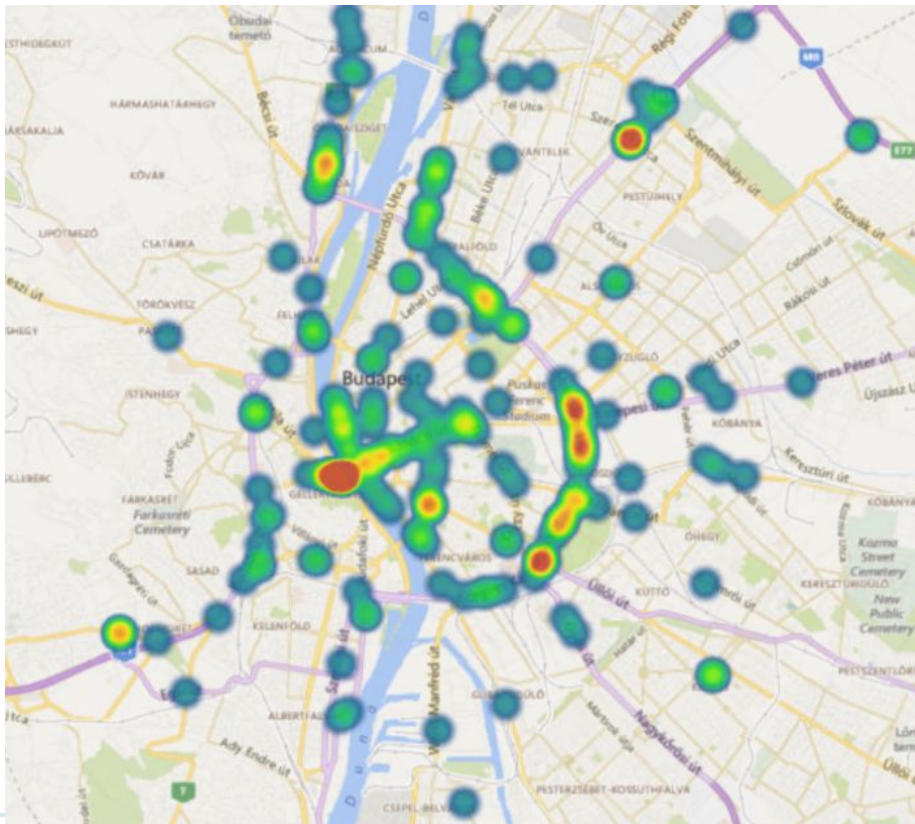
Fine tuning of traffic

Using Waze data to refine traffic management plans for repeat events

HOURLY CHANGES IN INCIDENT REPORTING
Waze data identifies accident-prone times of day per region

- Percentage of **accidents per hour** on a regional basis

- Evaluate corresponding **levels of law enforcement** and traffic management personnel and adjust accordingly

AV. BRASIL PRÓX. PRESIDENTE DUTRA

Distribuição horária percentual dos acidentes

Média de guardas municipais por hora
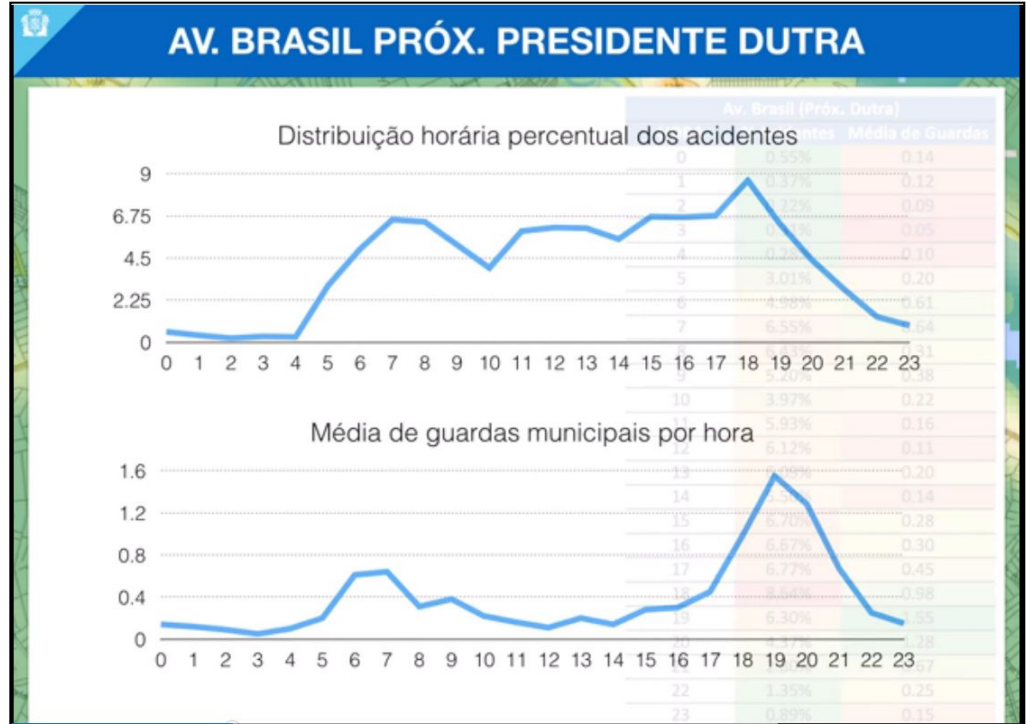
waze

COMMUNICATION BETWEEN GOVERNMENTS AND WAZERS

New Jersey, Staten Island, Long Island, FEMA: Superstorm Sandy

- **Fuel shortage** became a national crisis

- Direct one-off communication to Wazers: **location-based push notification**

- **Tens of thousands** of response

- FEMA **rerouted fuel trucks**

Budapest the Smart City

- One of the first 15 partners (2014.11.28.)
- 60.000 wazers, now more than 300.000 in Budapesten
- 2000 wazers, now 14.000 NYN
- 1000+ closures provided by BKK

HU Budapest - 2 years, weekly maximum

	Max.	Avg.	Min.	Act.
Active Wazers	7537	2620	140	7353

Waze Advertizing in LA Metro construction

Genesis Pulse

Mayor Muriel Bowser
presents
Potholepalooza
Starting
March 25, 2015

#potholepalooza

District Department of Transportation

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Way to Waze!!

d. DDOT DC @DDOTDC
Another #potholepalooza factoid, the total Waze pothole-related reports are 10,202. You are rocking this. Keep them coming.
Mar 30, 2015, 1:21 PM

Don't have a Twitter account yet?
Sign up today and follow DDOT DC.

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Tweets   Follow

Expand

DDOT DC   9h
@DDOTDC

Between last week Sunday and this Sunday, DDOT has filled nearly 7,600 potholes.
#potholepalooza

Expand

District Department of Transportation

d.

Office Hours
Monday to Friday, 8:15 am to 4:45 pm

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Korean (한국어)
Spanish (Español)
Vietnamese (Tiếng Việt)

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Wednesday, March 25, 2015

Mayor Bowser and DDOT Launch Potholepalooza Campaign, the District's "War on Potholes"

Annual campaign will expedite pothole repairs across the District

(Washington, DC) – Today, Mayor Muriel Bowser and District Department of Transportation (DDOT) Director Leif Dormsjo kicked off the District's annual Potholepalooza, the District's "war on potholes" campaign to accelerate pothole repair time on roadways across the District. The event was part of Mayor Bowser's Pathways to the Middle Class Tour, a week-long effort leading up to Mayor Bowser's March 31 State of the District Address to highlight ways the Administration is helping to create Pathways to the Middle Class for DC residents.

"Today we are taking a fresh approach to pothole repairs in the District," said Mayor Bowser. "By adopting new strategies and technologies we are better able to identify potholes, repair them quickly and ensure residents can drive on District roads that are smooth, comfortable, and most importantly, safe."

Although today's event officially launched the Potholepalooza campaign, DDOT has already filled nearly 7,300 potholes in the last two weeks. Mayor Bowser and Director Dormsjo helped fill potholes on Joliet Street, SW, in Ward 8, as DDOT crews mobilized for the spring season campaign.

This year's Potholepalooza will run throughout the spring season until all potholes are filled. As part of the campaign, DDOT will add extra crews to fill potholes, with the goal of repairing identified locations within 48 hours. The normal day-to-day response time is within 72 hours.

goDCgo

goDCgo
powered by d.

Your #1 resource for transportation information & options to make getting into and around the District easier than ever.

DC Streetcar

dcstreetcar

DC Streetcar will facilitate travel for District residents, workers and visitors by complementing existing transit options, and by creating neighborhood connections where they currently do not exist.

Present and future

Event partner program

Waze Carpool

Parking features

    places, providers, features (price, availability, feedback)

Android Auto

    Renault 2017

Waze Beacons

waze.hu

Questions???????

waze.hu