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## **European ITS Breakthrough: The Swedish Road Administration expands Cellint's Cellular-Based Project in Southern Sweden**

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Cellint Traffic Solutions ([www.cellint.com](http://www.cellint.com)), the leading provider of real-time road-traffic monitoring solutions based on data extracted from cellular networks, announced today that its cellular-based project in the region of Skåne was expanded significantly by the Swedish Road Administration.

Cellint has been providing real-time road traffic information for the Swedish Road Administration since July 2007 after a comprehensive bidding procedure in which its TrafficSense system was chosen to deliver road traffic data in the region of Skåne both on highways and arterials, including city streets in Malmö and Lund, together with its Swedish integration partner, Info24 ([www.info24.se](http://www.info24.se)).

Following its successful independent evaluation which validated the performance of Cellint's TrafficSense, the Swedish Road Administration has recently decided to expand significantly Cellint's scope in this project to most of the main roadways in that area.

This is an unprecedented achievement for the European ITS industry since it is the first cellular-based traffic monitoring project in Europe to be positively evaluated and thus expanded by a European government agency, based on its successful results.

Sorin Sima, P&D Manager ITS of the Swedish Road Administration in Skåne Region said "We were enthusiastic to test a more efficient, adaptable and cheaper system of collecting traffic data based on mobile phones, both in rural and urban roads of Southern Sweden. Cellint's TrafficSense system has demonstrated good results in delivering real-time road traffic data and therefore we have decided to expand its scope in the project".

"There are several companies in the market today, including GPS data aggregators and other cellular-based systems which are claiming to deliver real-time traffic data based on predicted traffic patterns" says Ofer Avni, Cellint's CEO, "however, Cellint's TrafficSense is the only non-intrusive floating car data (FCD) solution that already proved its capabilities to deliver accurate real-time data at independent evaluations in the US and recently also in Europe, due to its patented technological superiority".

Cellint will be exhibiting at the **7<sup>TH</sup> European Congress and Exhibition on Intelligent Transport Systems (ITS) in Geneva** and its representatives will be available for private meetings and further discussions about TrafficSense and Cellint's projects worldwide in **Booth #P4** at Exhibit Hall 1 of the Geneva Palexpo.

Mr. Ofer Avni, Cellint's CEO will also participate as a speaker at this European ITS Congress in SSO2 - Cellular traffic data collection, on June 4, 2008, 11:00 – 12:30 in Room G of the Geneva Palexpo, and will represent the limitations and capabilities of all types of non-intrusive FCD solutions.

### **About Cellint Traffic Solutions**

Cellint is a global provider of cellular-based detection solutions. Its traffic data is being used to manage roadways and to provide traffic data to drivers (TrafficSense) and also by cellular operators, to optimize their RF performance and better manage their network (NetEyes).

Based on its proprietary and non-disruptive technology, TrafficSense system delivers highly accurate travel times, traffic speeds and incident alerts in real-time through the analysis of anonymous cell phones traveling the roads.

TrafficSense is the only system of its kind, worldwide, which proved to provide highly accurate traffic data under independent evaluations, with only few minutes' delay in detecting slowdowns. This was validated by several Departments of Transportations and cellular operators (all reports are available upon request).

Cellint's systems are deployed with great success over thousands of kilometers in the US, Europe and Israel.

For more information about Cellint Traffic Solutions and TrafficSense, please visit the company's website: [www.cellint.com](http://www.cellint.com).

### **About Info 24:**

Info 24 is an ITS-Exchange and a service integration partner that helps companies and organisations exchange business critical information such as Traffic information and financial data within or between organisations and technical systems. Info 24 translates, transforms and exchanges technical information in real-time through its distributed information platform IMX, (Information Media Exchange). [www.info24.se](http://www.info24.se)

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