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Cellint and GDOT accomplished a breakthrough milestone in the US for cellular-based traffic monitoring solutions

Atlanta, GA – December 17, 2007

Cellint Traffic Solutions (www.cellint.com), a leading provider of real-time traffic monitoring solutions based on cellular data, announced today that its contract for covering part of metro area Atlanta was renewed by the Georgia Department of Transportation (GDOT), after a successful independent evaluation. This is an unprecedented achievement for the cellular-based monitoring industry, since it is the 1st time in the US that a project with such system was renewed based on successful results.

Cellint has been delivering cellular-based traffic information to GDOT since 2006 on Georgia 400 and nearby arterials, after fiber communications to the current sensors was disabled due to massive construction work along the freeway.

Mark Demidovich, GDOT's Assistant State Traffic Engineer said "Deploying a replacement fiber backbone, from plan creation to completion, would have taken over two years. Cellint was able to have an alternative in place in four months, which demonstrates another potential advantage of the cellular systems – speed of deployment."

Following Cellint's successful project along the Georgia 400 and adjacent arterials, GDOT published in May 2007, an independent evaluation report written by the Atlanta office of URS, which is the first independent evaluation report in the US that ever validated a cellular FCD system (i.e. Cellint's TrafficSense) as a reliable solution for traveler information and road management in all speed ranges. This was an historical change for the ITS industry, after so many years of disappointments from other cellular-based traffic providers.

Based on the performance of Cellint's TrafficSense and its significant contribution to GDOT traffic management efforts, as well as to commuters around Atlanta, GDOT decided to extend its contract with Cellint and together they accomplished another historical milestone for the global ITS industry, since it is the **first commercial agreement of any cellular-based system in the US to be awarded such an extension.**

"We found that the percentage error varied according to speed category but overall accuracy was good" says GDOT's Mark Demidovich, "The average difference across all speed ranges was 5-7 mph [7-11 km/h] which, to me, is good enough to act as a feed to NaviGator, Georgia's real-time road information system".

TrafficSense live data on the Georgia 400 in Atlanta, Georgia, has been displayed for about a year already on the Navigator (GDOT's official traffic information website) at <http://www.georgia-navigator.com/maps/atlanta>, and it is used by GDOT to feed its 511 telephone information system.

"There are many companies in the market today, including GPS data aggregators and other cell based solutions that are claiming to provide FCD based real-time traffic data" says Ofer Avni, Cellint's CEO, "some of which have hours of delay in detecting slowdowns on major urban highways, if detected at all. TrafficSense is the only floating car data (FCD) solution that proved to provide incident detection similar to road sensors, as well as accurate data over arterials, under independent evaluations".

Cellint will be exhibiting at the coming [TRB 87th Annual Meeting](#) in Washington D.C. and its representatives will be available for private meetings and further discussion about TrafficSense and Cellint's projects worldwide at Booth #1402.

About Cellint Traffic Solutions

Cellint is a global provider of cellular-based detection solutions. This cost-effective platform is used by road operators to manage vehicular traffic (TrafficSense) and by cellular operators to optimize their RF performance (NetEyes).

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

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

Cellint's systems were deployed with great success during the last year over thousands of miles in the US, Europe and Israel.

For more information about Cellint Traffic Solutions and TrafficSense, please visit the company's website: www.cellint.com.

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