

FOR IMMEDIATE RELEASE

Cellint launches A complete suite of traffic information services to Mobile subscribers

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Cellint Traffic Solutions (www.cellint.com), the leading provider of real-time road traffic information, announced today that it has launched a complete suite of traffic information services to mobile subscribers.

Cellint's traffic information data can be now delivered automatically in real time as text messages, voice messages, mapping information and any combination of these to cellular subscribers.

Cellint's TrafficSense provides traffic data based on analyzing anonymous signals from cellular phones in vehicles, which is enhanced with external data sources, such as police reports and GPS probe data.

The data is delivered to navigation systems, government agencies and cellular operators through various end user applications.

"we are happy to widen and diversify Cellint's offering ", said Ofer Avni, Cellint's CEO "with this contribution, our customers can provide a complete set of services to their subscribers around traffic and mobility. Leveraging Cellint's advantage in traffic quality, that was proven in the government sector, to mobile subscribers, is about to change the way drivers make decisions on the roads. Traffic information is needed constantly while drivers are on the roads, and we are here to fulfill this need"

About Cellint Traffic Solutions

Cellint is a global provider of cellular-based detection solutions. Based on its proprietary and non-disruptive technology, Cellint's TrafficSense system deliver highly accurate travel times, traffic speeds and slowdown alerts in real-time through the analysis of anonymous signals of cell phones in vehicles.

Cellint's patented technology represents a breakthrough in delivering real-time traffic information and it's the only cellular-based system worldwide proven to provide such accurate traffic data by independent DOT-sponsored evaluations, (all reports are available upon request). This is a result of Cellint's fundamentally different technological approach compared to all other vendors which doesn't rely on triangulation calculations nor on statistical estimations or any cell towers' location (which don't have sufficient accuracy). Instead, Cellint creates reference database by driving the roads and creating cellular signaling maps from ground truth drives. This provides orders of magnitude better location information, especially in urban areas, resulting in super accurate traffic information. 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.

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