

Road Safety on a Larger European Motorway Network

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Warsaw, Tuesday 8th March 2016





autopistas en ruta

**The APP that will Change the Way
you Drive on the Motorway**

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This APP was developed due to the need to provide users with reliable, quality information about the motorway network.

The APP was conceived as a co-pilot tailor-made to drivers' needs:

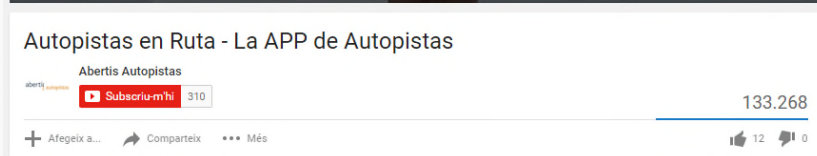
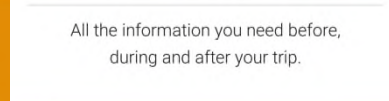
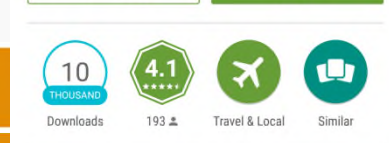
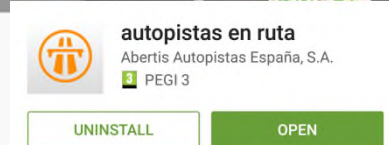
- Reports on traffic conditions in real time
- Enables customised traffic alerts to be created
- Includes functions for route calculation and incident reports
- Provides tourist and service content

Promotional Campaign:

Descubre la App que cambiará tu forma de conducir por la autopista



- **Infórmate del estado del tráfico en tiempo real** durante el trayecto: retenciones, obras, accidentes, tiempos de recorrido, áreas de servicio, radares, ofertas y servicios en ruta.
- **Crea tus propias alertas de tráfico.**
- **Calcula tus rutas.**
- **Reporta incidencias.**
- **Contacta fácilmente con nosotros** en caso de emergencia a través del servicio e-call.
- **Localiza tu coche.**



Content:

Provides the best traffic content in real time, combining motorway information from Autopistas, official and private sources.



Motorway information: Service levels, travel times, incidents, accidents, delays, road works, service stations



Google Maps

Maps SDK for Android and iOS



Official information on remaining road network: Delays, road works, traffic cameras



Route calculations, toll prices, points of interest, road mileage points, radar



POIs, supplementary traffic information

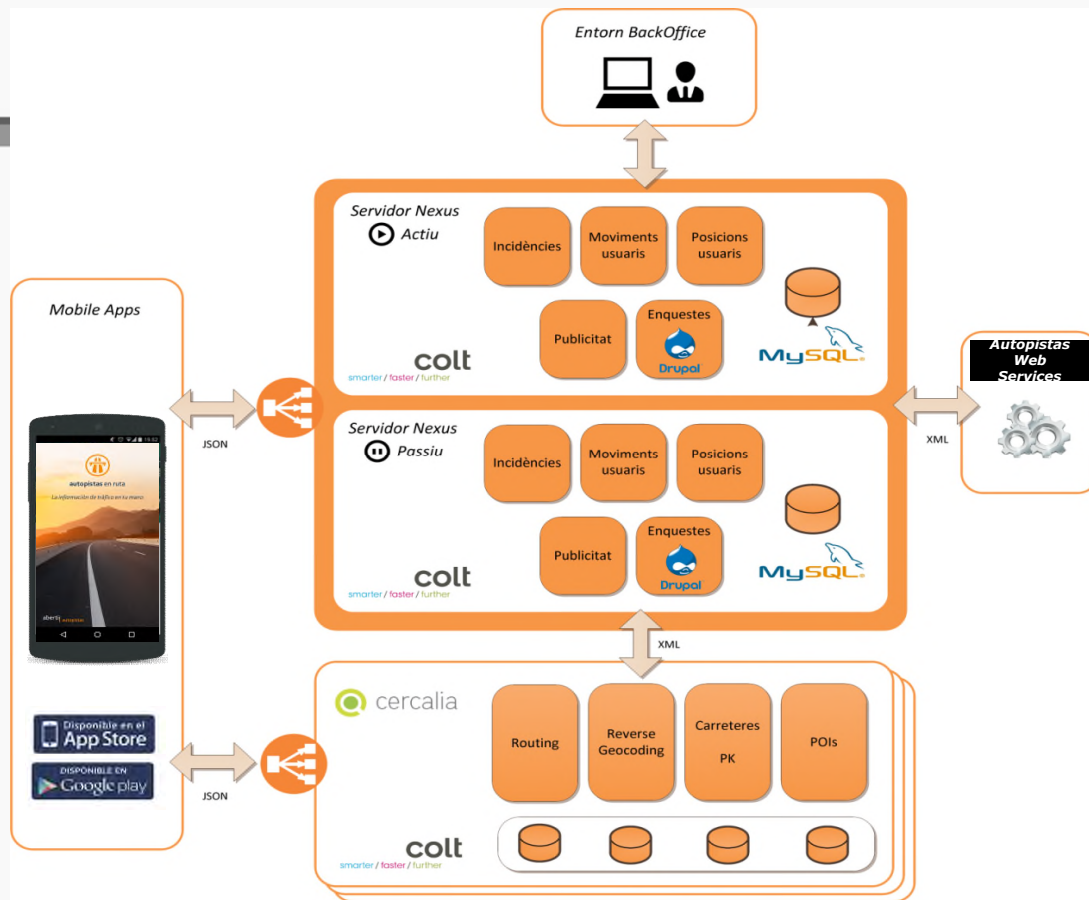


Weather forecasts for towns and beach conditions

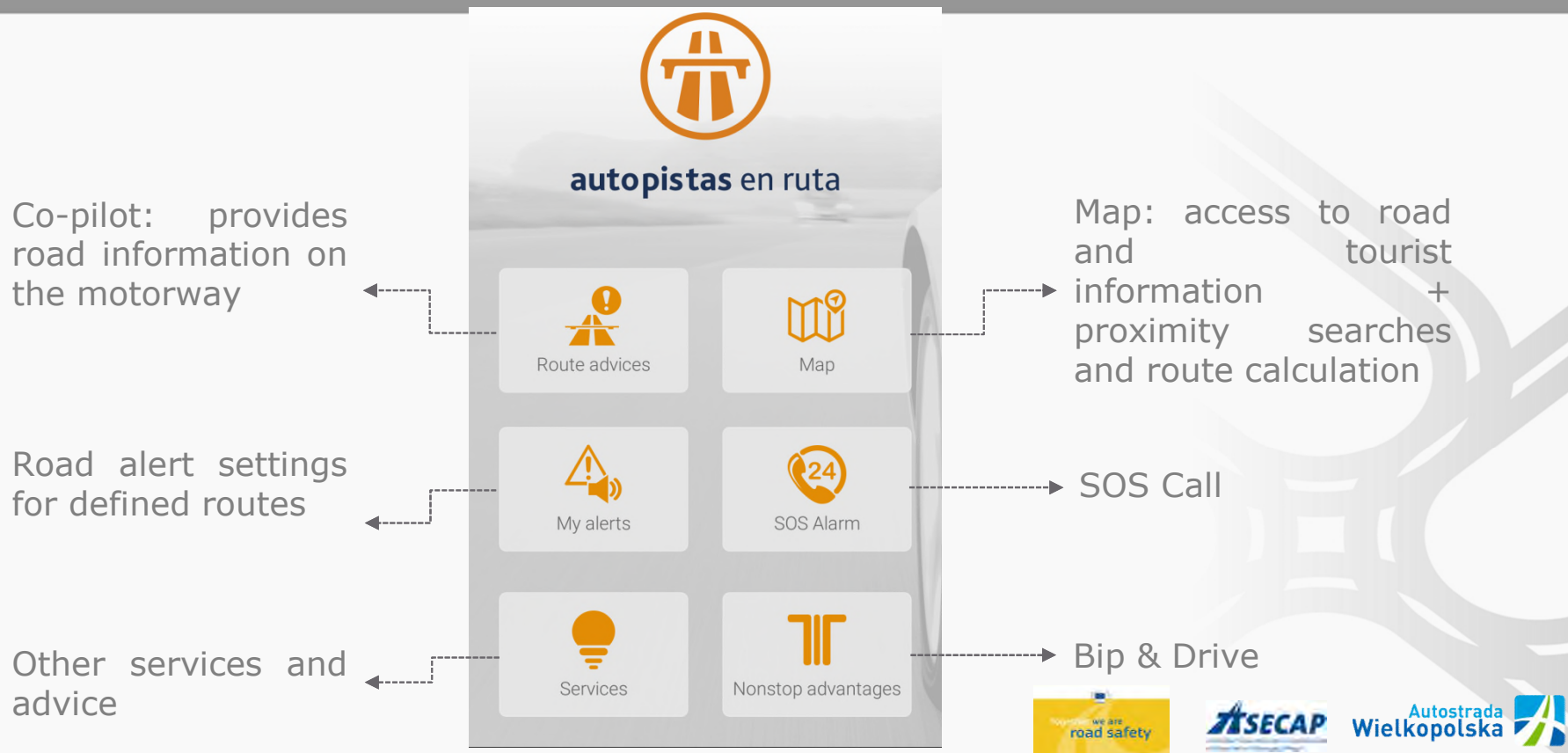
Project Scope

Project development included:

- Android / iPhone APP
- Back office environment for Marketing and Operations Center
- Connectors to third party suppliers
- Hosting service



General APP Overview



En-Route Alerts

Co-pilot: provides road information on the motorway.

- Next exit
- Speed alerts
- Journey times
- Road incidents
- Radar warnings
- Service stations
- Road incident report function; enabled sharing with other users
- Alert set-up

Avisos en ruta

6B 4 Km
Girona Oest

59 Km/h

Perpinyà 59 min

Obras AP7

 15 Km

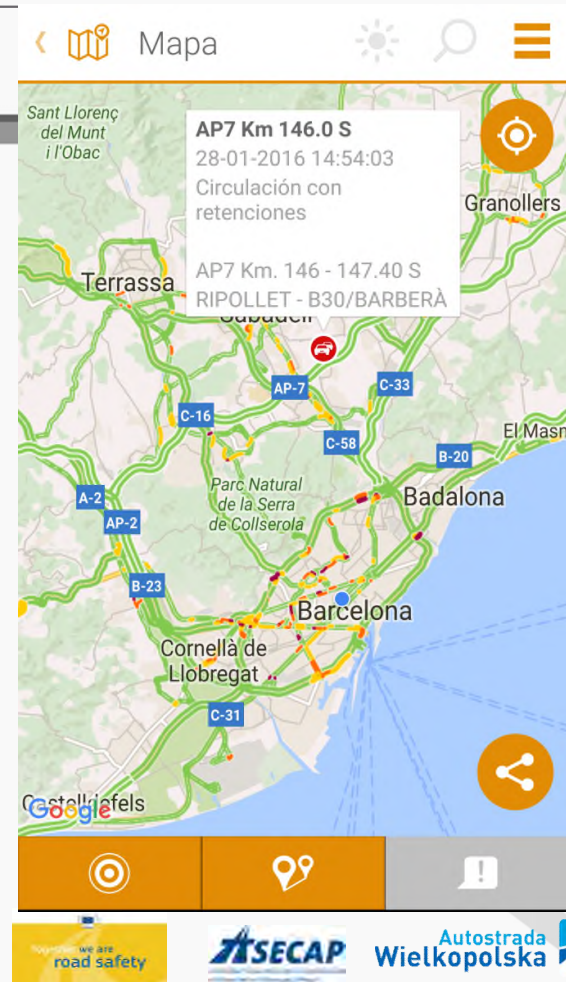
FIGUERES 20 min 5 Km

Reportar Incidencia

Map

Traffic information: official and private sources.

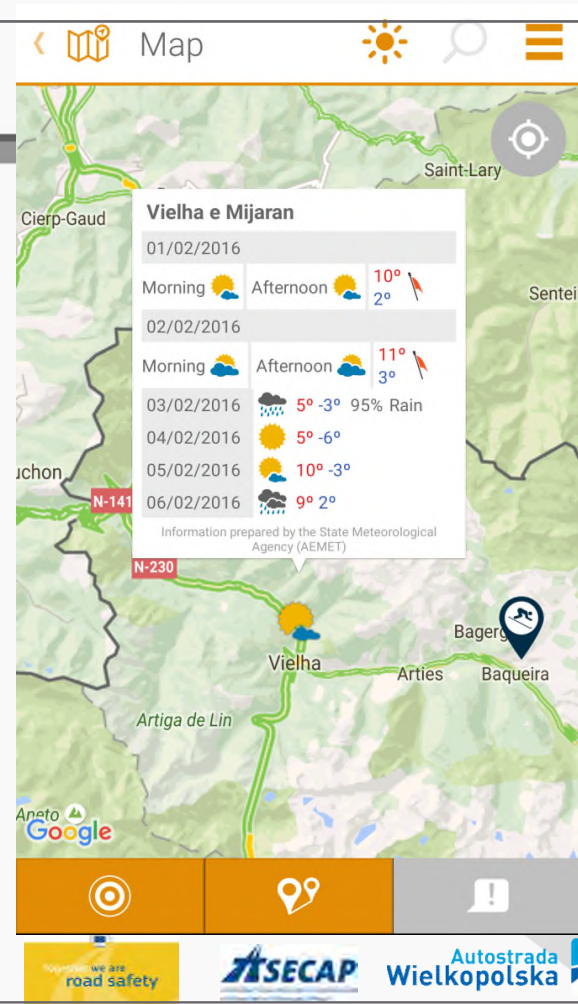
- Service levels (traffic conditions)
- Delays, road works, incidents
- Radar
- Traffic cameras
- Service POIs: service stations, petrol stations, garages, etc.
- Petrol prices
- Road incident publishing and sharing function on motorways



Map

Tourist information:

- Tourism POIs: tourist attractions, restaurants, hotels, beaches, ski resorts, amusement parks, etc.
- Weather forecasts for all towns and villages in Spain
- Beach condition forecasts
- Street View
- Town search engine



Map

Complementary functions:

- What's next to me
- Sat-nav destination guidance access
- Sort petrol stations by price & proximity
- Calculate routes, including:
 - Route
 - Full-trip toll price
 - In-route delays based on current traffic conditions
 - Possible road incidents

Next to me



Order by Price

GM OIL CALLE TORRE VEDRUNA, S/N, GIRONA Timetable: L-D: 24H 95 0.999 98 - D 0.799 D+ -	3.40 km
PETROLIS DE BARCELONA CARRER CAN CULEBRA, PARCELA 44, S/ N, BESCANO, Bescanó, GIRONA Timetable: L-D: 24H 95 1.029 98 - D 0.799 D+ -	5.79 km
SERVICO CARRETERA NACIONAL II KM. 710, FORNELLS DE LA SELVA, GIRONA Timetable: L-D: 24H 95 1.038 98 - D 0.813 D+ -	5.56 km
ESCLATOIL CARRETERA DE SANTA COLOMA KM. 106, GIRONA Timetable: L-D: 24H 95 1.029 98 - D 0.829 D+ -	4.17 km
PETREM CALLE ANTIGA CARRETERA DIAMER 2	

My Alerts

Alert settings:


- Enables you to set up several alerts
- User defines exact route
- User defines day and time of each alert
- Server sends a PUSH message to the user, indicating whether en-route incidents and/or delays have been detected
- Any-time user access to check for delays on defined routes in real time



My alerts


work - morning

Trace the path for which you want to generate notices of incidents.

Origin

18011 Barcelona, Barcelona, Spain 

Destination

igat del Vallès, Barcelona, Spain 

Waypoint

☐ Occasionally
 ☒ Weekly

Mo

Tu

We

Th

Fr

Sa

Su

07:55

Create

My Alerts

Mis alertas

Ida al trabajo	08:00
Carrer d'Aragó 200, 08011 Barcelona, Barcelona, Spain	Entre semana
	19 min
Sant Cugat del Vallès Barcelona, Spain	0 min
Valencia	15:38
Valencia Valencia, Spain	28/01/2016
46190 Riba-roja de Túria Valencia, Spain	27 min
	+2 min

Mis alertas

Alerta Valencia

00:30:36 +2 min

1 Incidencia detectada



Retenciones

RETENCION (ACCIDENTE) en la V-30 del
PK 15.0 al 13.0 (PATERNA, VALENCIA),
CRECIENTE DE LA KILOMETRICA hacia
A-7. Nivel AMARILLO.

SOS Call

Emergency Calls:

- Smartphone sensor use to calculate G-forces
- Requires user phone to be filled in
- SOS call protocol initiates in the event of accident detection:
 - Speed > 25km/h
 - Deceleration detection > 3G
- If user cannot call, the system alerts the nearest **Motorway Operations Centre**, with user geolocation and phone number



SOS Alarm

1

Enter your phone number to activate automatic detection of emergencies.

+34

666888666

2


Park the vehicle.

3

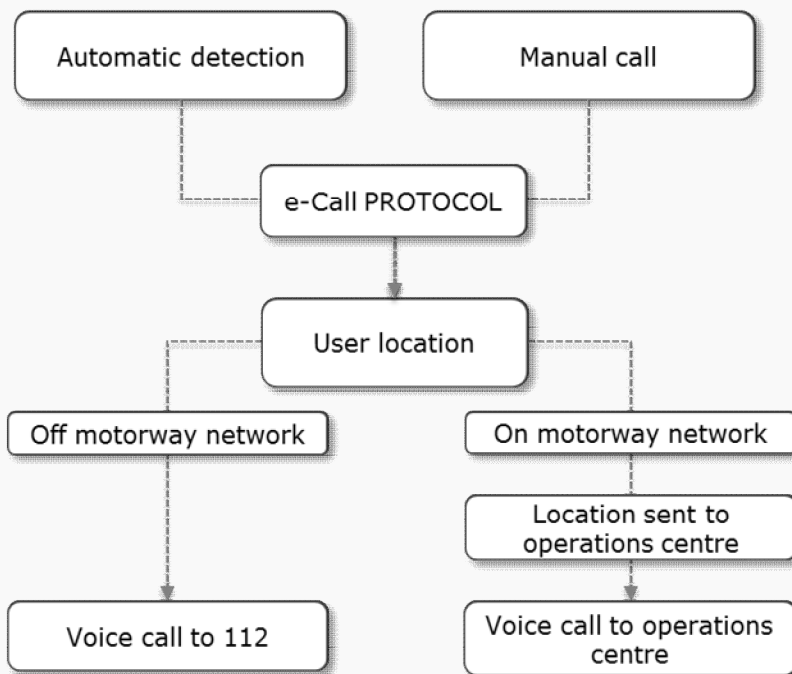
Emergency call

If you are in the abertis motorway network, it will call the Abertis Operations Center.

If you are not in the abertis road network, it will call the 112.


Call

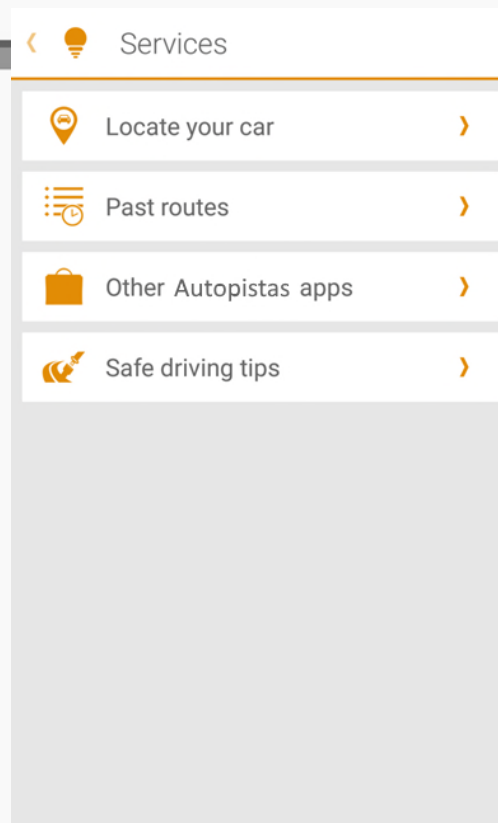
SOS Call



Services

Other user services:

- Car locator, including geolocation & timer
- Motorway network journey record
- Access to other Autopistas APPs
- Videos with road safety tips
- Access to Bip & Drive



Back Office

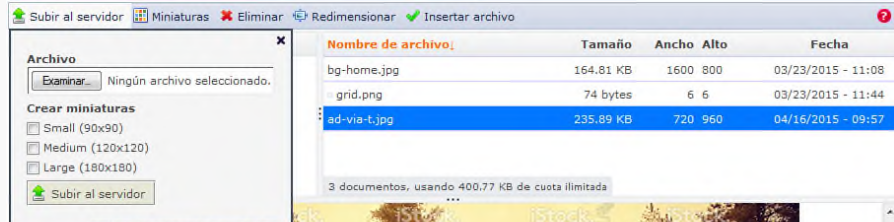
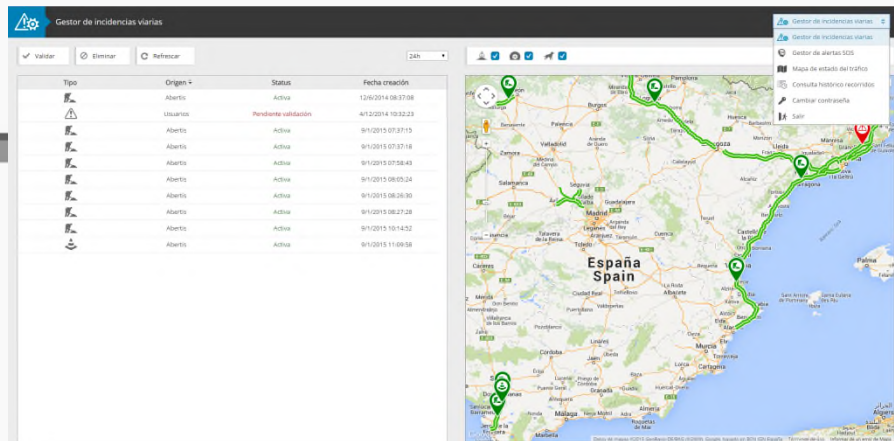
Two environments:

1) Motorway Operations Centres:

- Road incident management: user reporting
- SOS call management

2) Marketing and Sales:

- Advertising on the APP: by proximity, when starting up, etc.
- Promotions on the APP
- Surveys & use of results



1st of July, 2015 *Launch!*

1st of February, 2016



38,000+ Downloads



133,000+ Video views



***Using
Motorways:
one of the
10 best
APPs of
2016***

Thank You

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