



autopistas en ruta

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





## autopistas en ruta

**Using Motorways** was produced 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.**



Descárgatela en:



**autopistas en ruta**  
Abertis Autopistas España, S.A.  
PEGI 3

UNINSTALL

OPEN



Downloads



193



Travel & Local



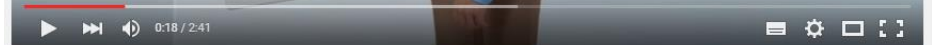
Similar

All the information you need before, during and after your trip.



WHAT'S NEW

Calcula las tarifas de una ruta según el tipo de...



## Autopistas en Ruta - La APP de Autopistas

Abertis Autopistas

abertis autopistas [Suscríbete](#) 310

133.268

+ Afegeix a... [Comparteix](#) ... Més

12 0

## Content:

Provides the best traffic content in real time, combining motorway information from Abertis, 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



cercalia



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



POIs, supplementary traffic information

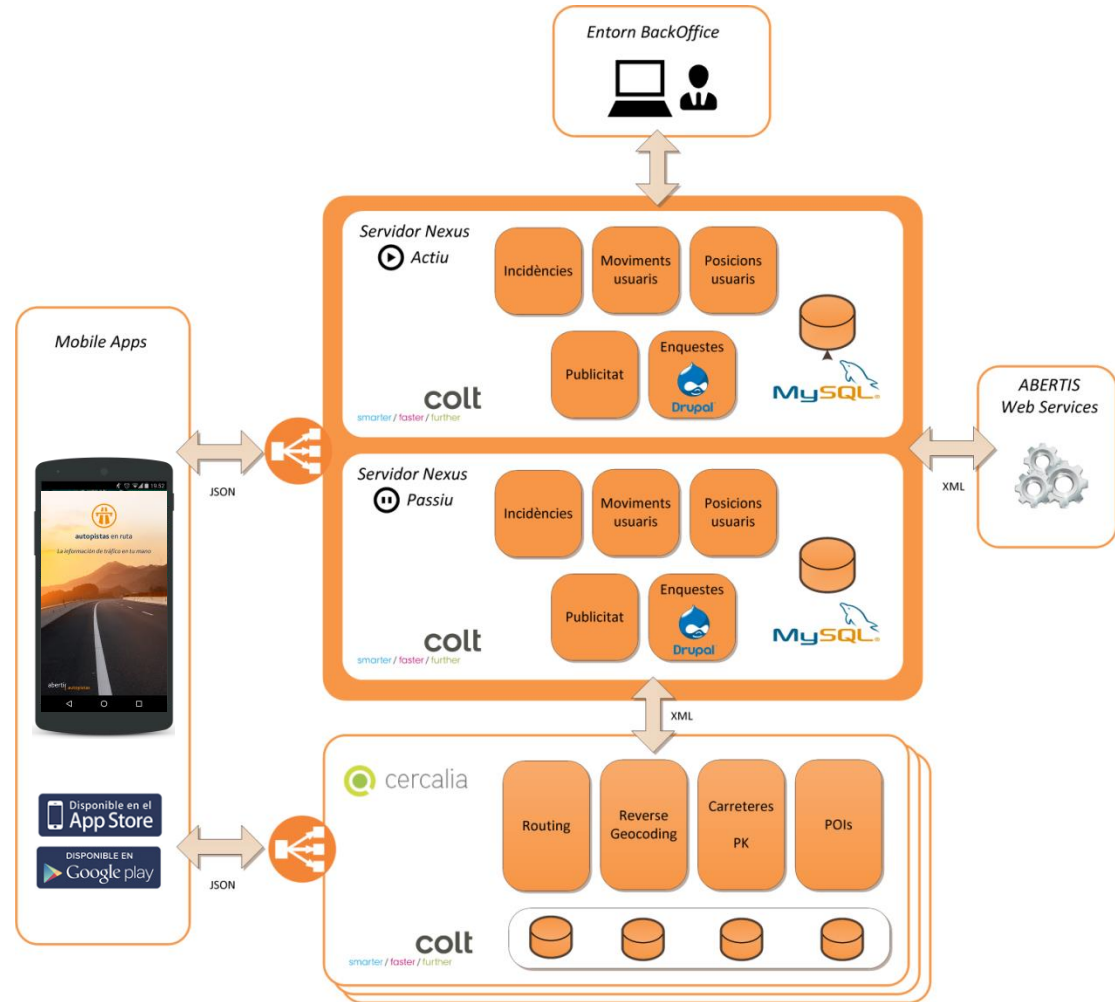


Weather forecasts for towns and beach conditions

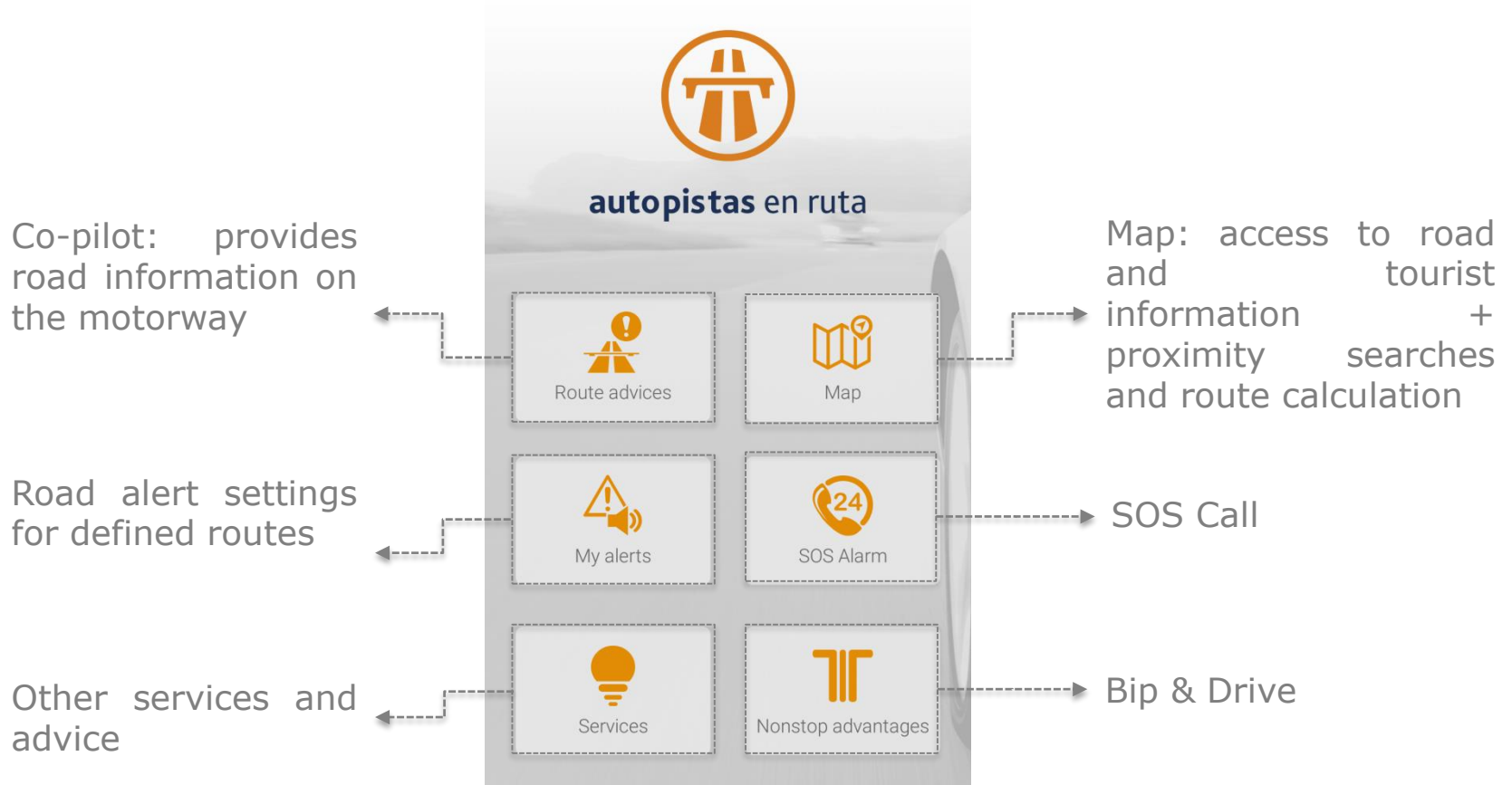
## Project Scope

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 **59** Km/h  
Girona Oest

Perpinyà **59 min**

Obras AP7

15 Km

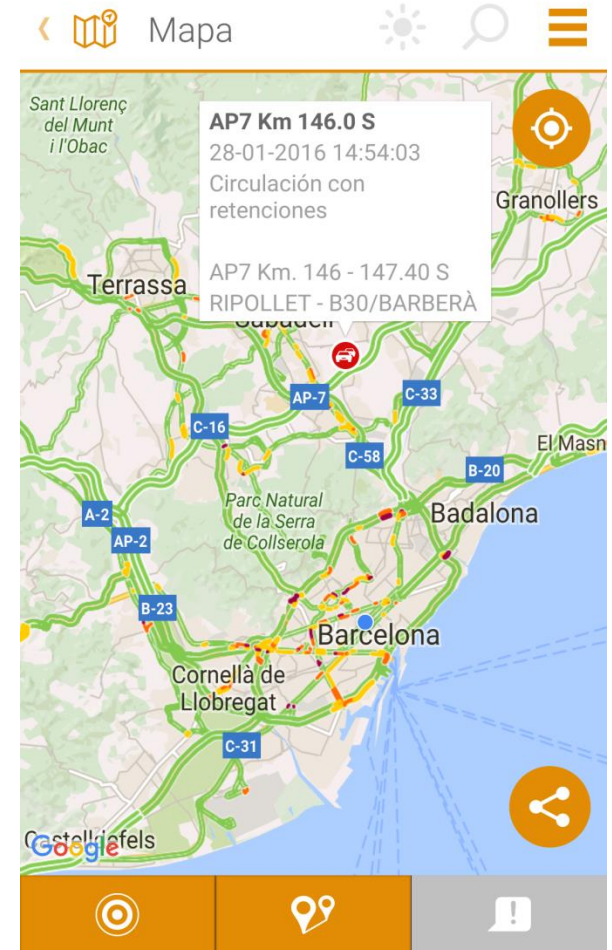
FIGUERES 20 min **5 Km**

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

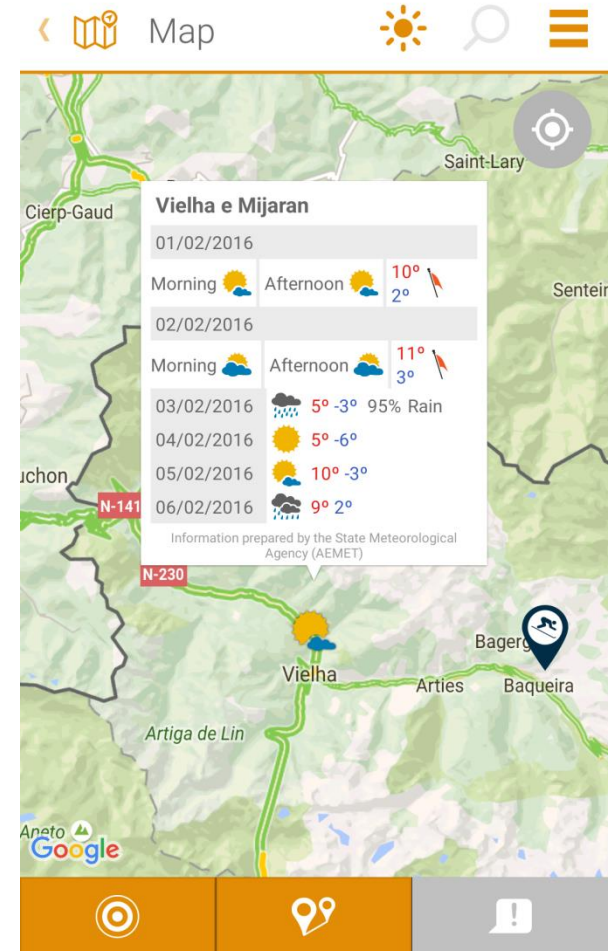




## Map

### 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 near 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* 

	<b>GM OIL</b> CALLE TORRE VEDRUNA, S/N, GIRONA Timetable: L-D: 24H 95 0.999 98 - <b>D 0.799</b> D+ -	3.40 km
	<b>PETROLIS DE BARCELONA</b> CARRER CAN CULEBRA, PARCELA 44, S/ N, BESCANO, Bescanó, GIRONA Timetable: L-D: 24H 95 1.029 98 - <b>D 0.799</b> D+ -	5.79 km
	<b>SERVICO</b> CARRETERA NACIONAL II KM. 710, FORNELLS DE LA SELVA, GIRONA Timetable: L-D: 24H 95 1.038 98 - <b>D 0.813</b> D+ -	5.56 km
	<b>ESCLATOIL</b> CARRETERA DE SANTA COLOMA KM. 106, GIRONA Timetable: L-D: 24H 95 1.029 98 - <b>D 0.829</b> D+ -	4.17 km
	<b>PETREM</b> CALLE ANTIGA CARRETERA DIAMER 0	





## 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

The screenshot shows the 'My alerts' screen in a mobile application. At the top, there is a back arrow, a warning icon, and the text 'My alerts'. Below this, the alert title is 'work - morning'. A description reads: 'Trace the path for which you want to generate notices of incidents.' The 'Origin' field is set to '18011 Barcelona, Barcelona, Spain' and the 'Destination' field is set to 'l'gat del Vallès, Barcelona, Spain'. A 'Waypoint' button is visible. There are two radio button options: 'Occasionally' (unselected) and 'Weekly' (selected). Below these are seven day selection buttons: 'Mo', 'Tu', 'We', 'Th', 'Fr', 'Sa', and 'Su'. A time input field shows '07:55'. At the bottom, there is a large orange 'Create' button.

## 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

**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.

Fuentes: Abertis Autopistas, DGT, SCT y Cercalia


## 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

< 24 SOS Alarm

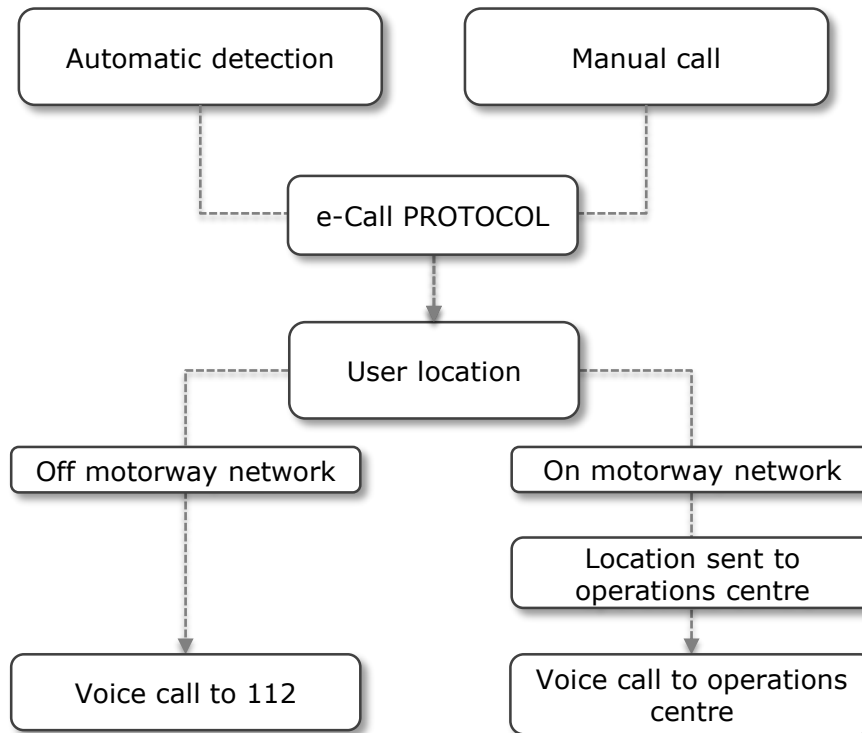
- 1 Enter your phone number to activate automatic detection of emergencies.
- 2 Park the vehicle.
- 3 Emergency call  
If you are in the abertis motorway network, it will call the Abertis Operations Center.  
If you are not in the abertis road network, it will call the 112.

 Call

## SOS Call



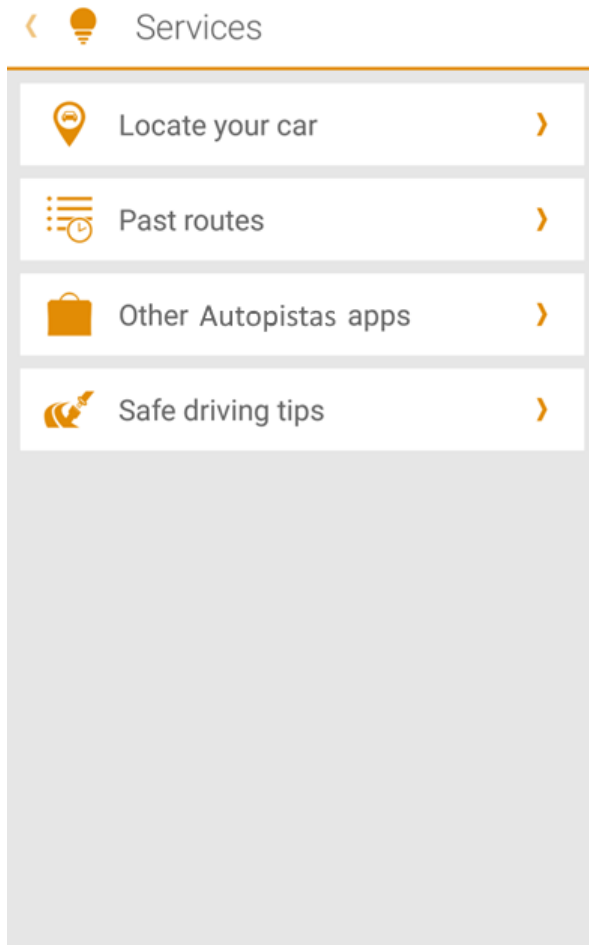
SOS Alarma



## 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

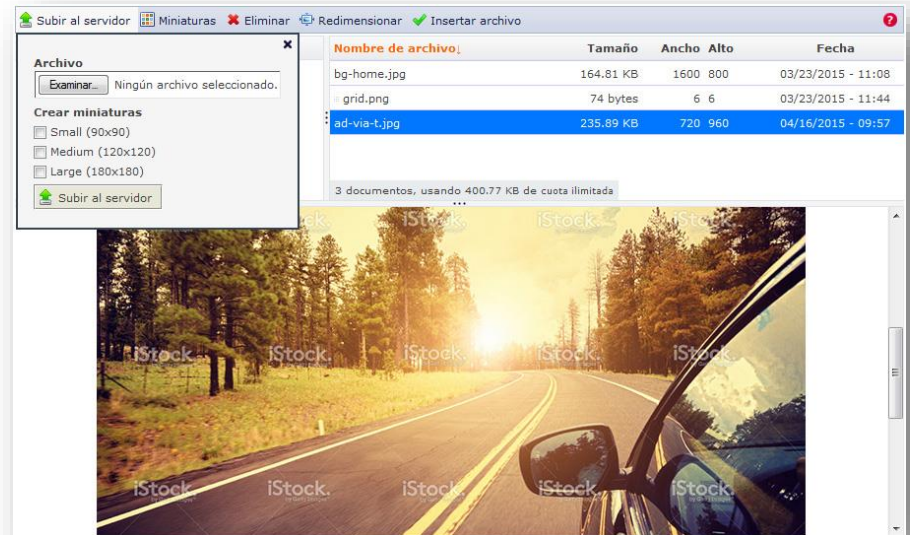
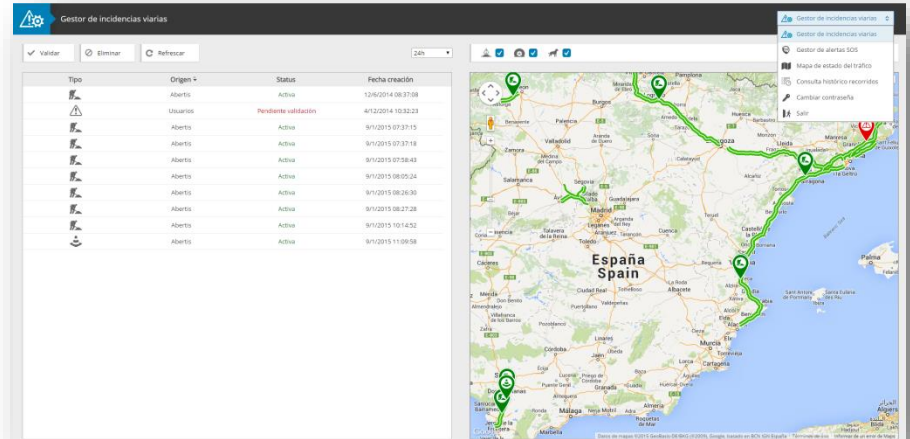
Two environments:

### 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





## 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**