THE CRITICAL ROLE OF ROAD INFRASTRUCTURE IN THE CONNECTED ERA

Tal Kreisler, CEO
NoTraffic

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THE ROAD TO "AUTONOMOUS"

Fully Autonomous Era

~20 years

Transition Phase

- **Connected vehicles**
- **Semi autonomous vehicles**
- **Non connected vehicles**
- **Pedestrians**
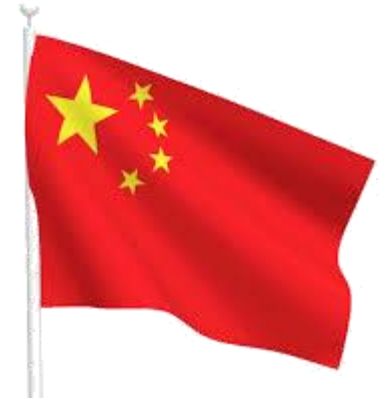
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KEY DIFFERENTIATORS

**Phase 1
Connectivity
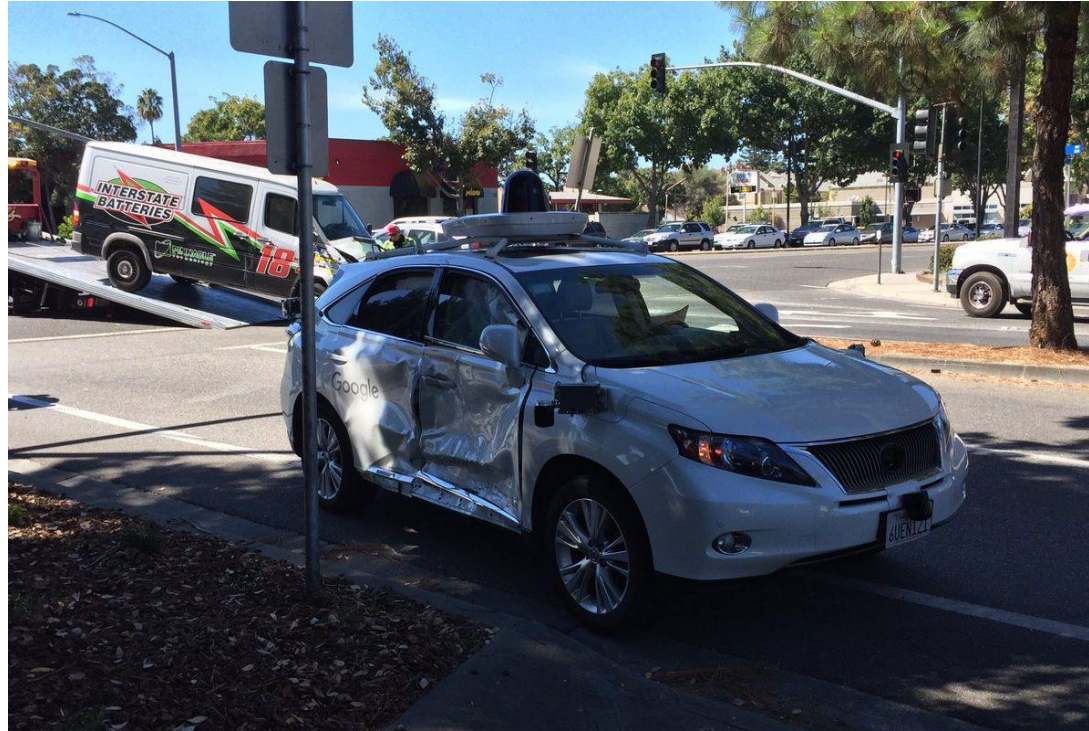(Basic Safety Message)**

**Phase 2
Automated vehicle**

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TECHNOLOGY IS NOT THE SOURCE OF DELAY
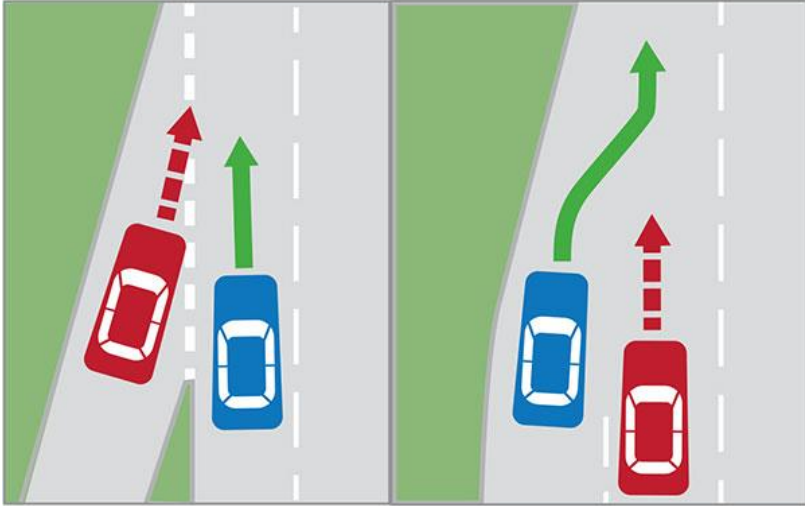
SAFER ROADS WITH AVs?

58 of 66 (88%) AV crashes
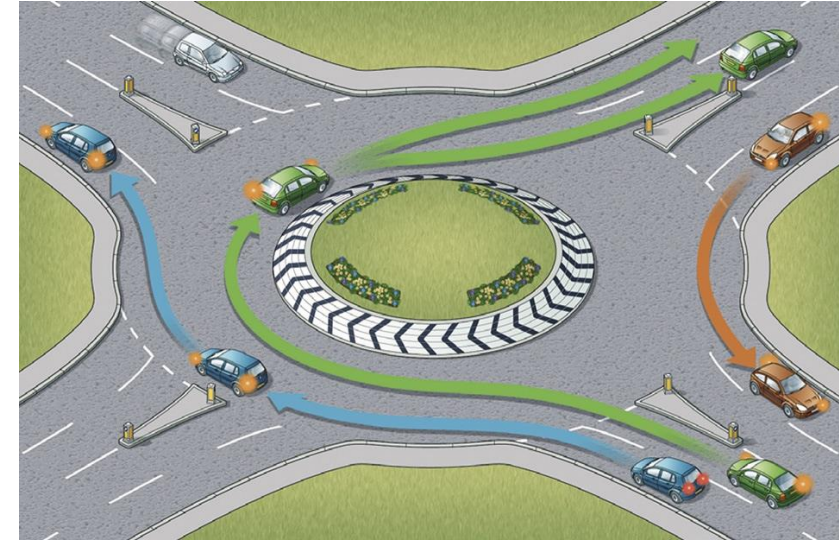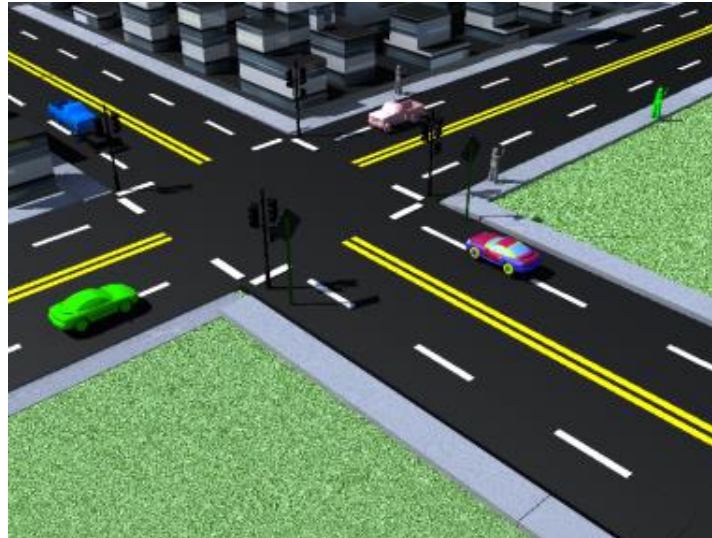reported to the California Department of Motor Vehicles
occurred in intersections

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CONFLICT POINTS CHALLENGE

Merging lanes

Intersections

Roundabouts
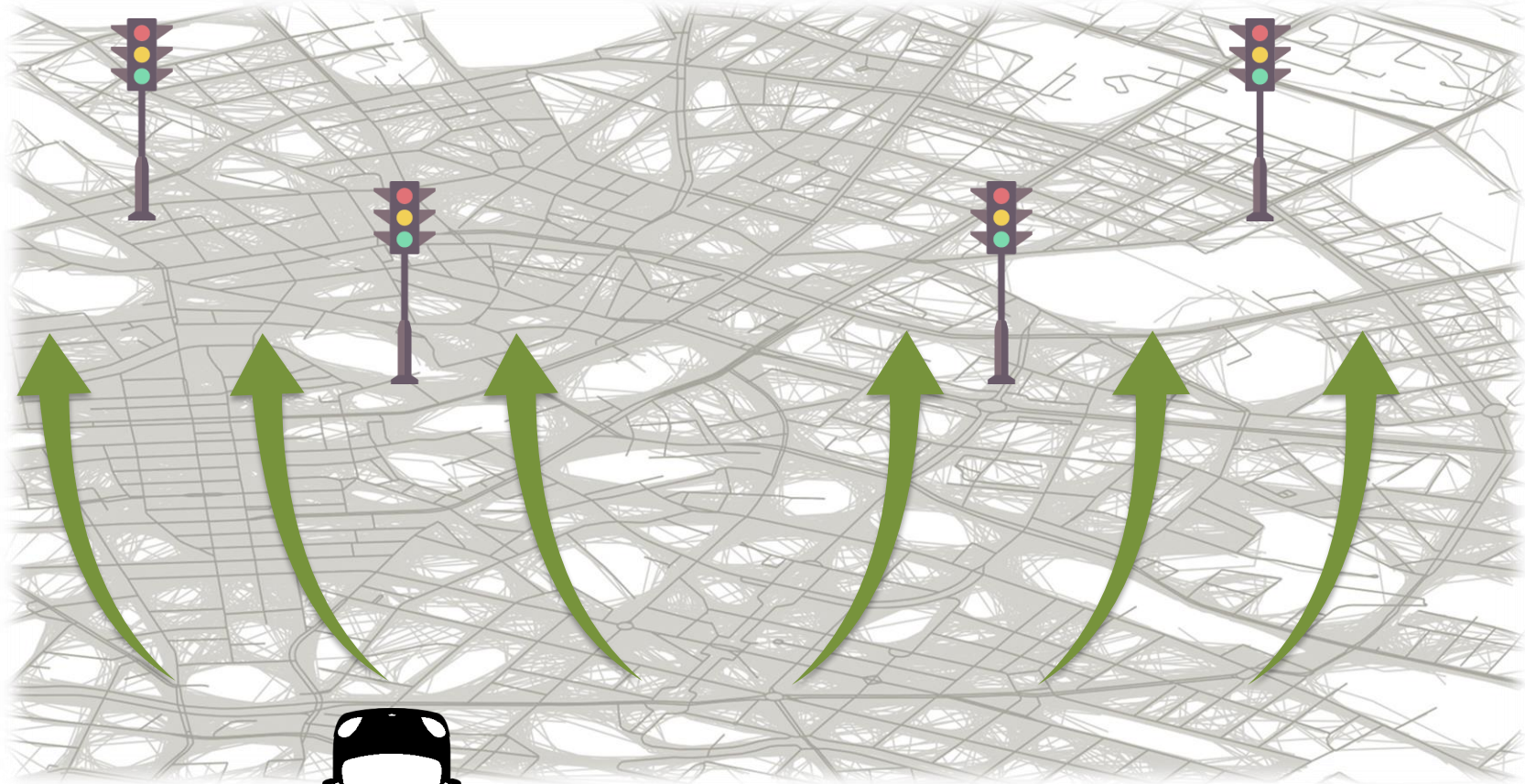
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EFFICIENT ROADS WITH AVs?

Expect massive gridlocks

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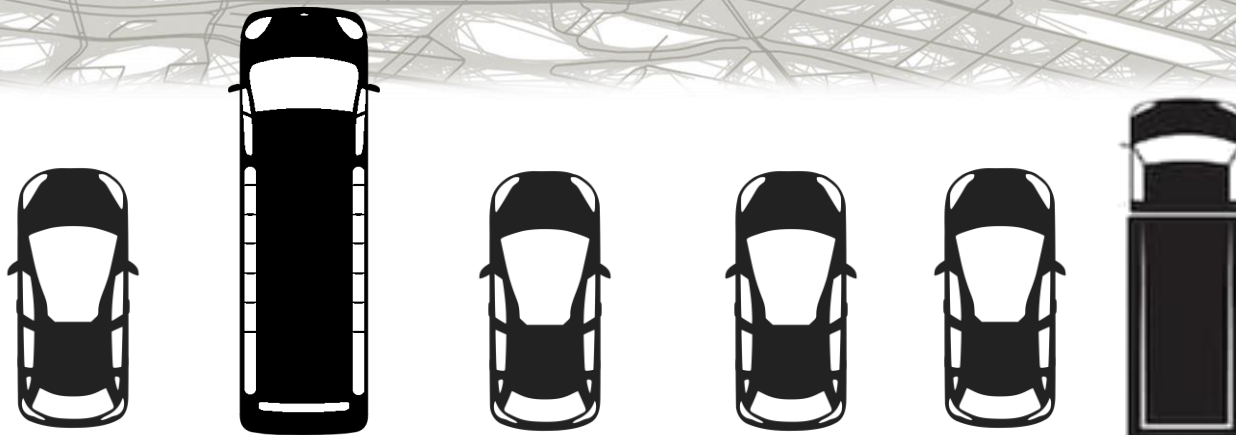
PROACTIVE OPTIMIZATION

SUPPLY

DEMAND
- Waze
- Google
- Fleet operators

OEMS ARE PUSHING V2I DEVELOPMENT

Audi Launches First Vehicle-to-Infrastructure (V2I) Technology in the U.S. Starting in Las Vegas

- Audi is the first manufacturer to launch V2I technology in the U.S. in select 2017 Audi A4, Q7 and allroad® models in Las Vegas

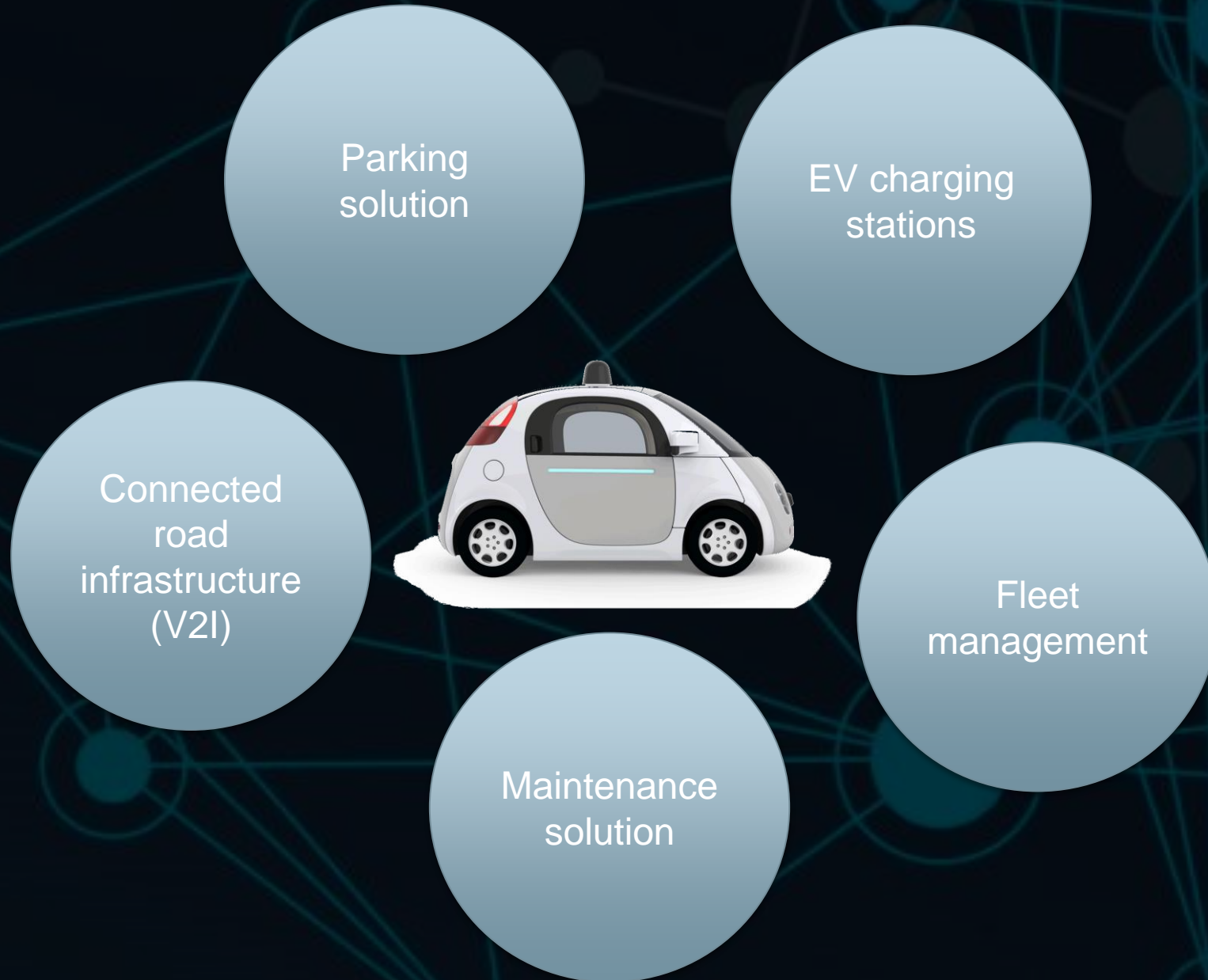## GM, Michigan look ahead with V2I technology development

IoTnews

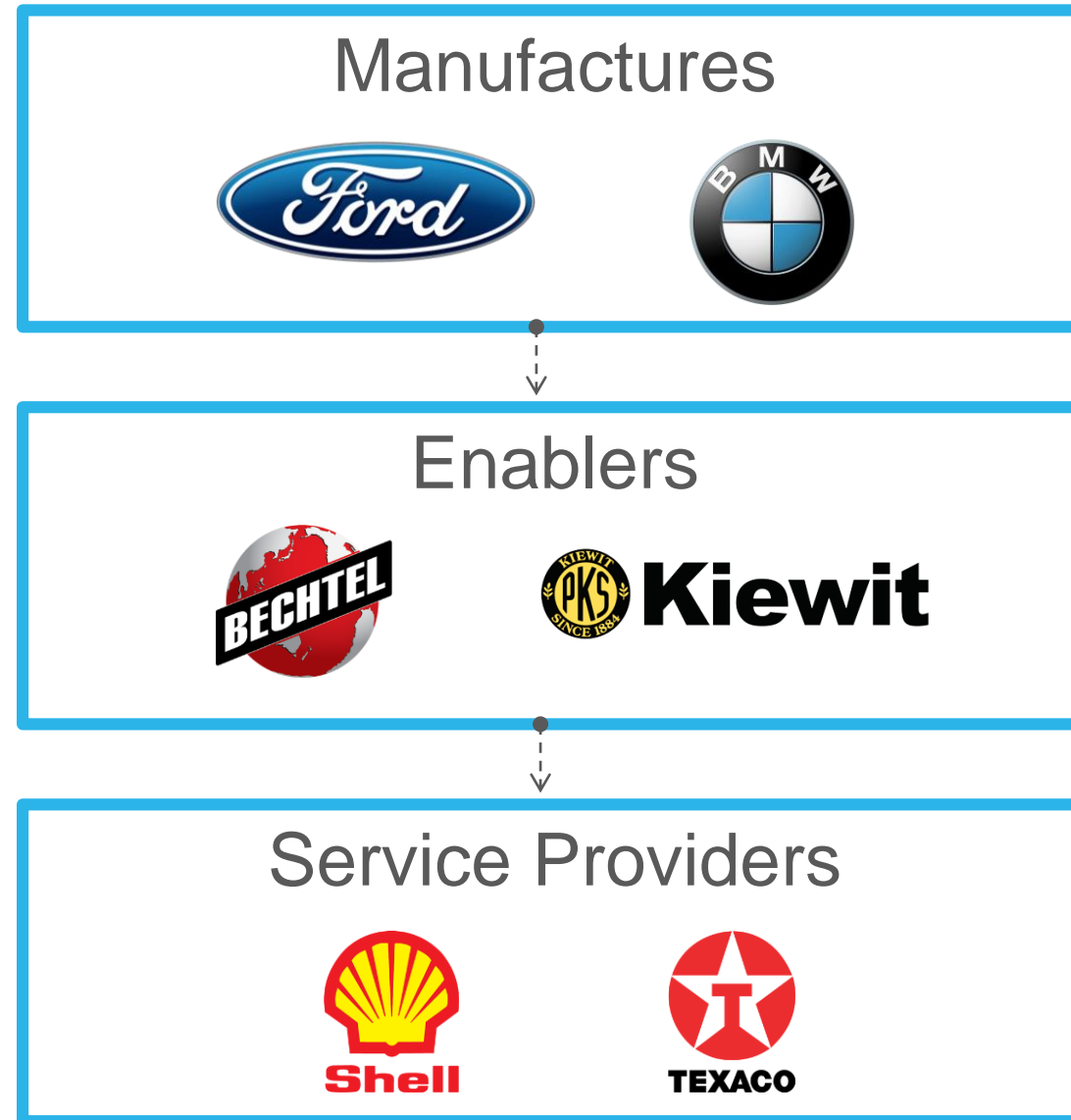Honda demonstrates 'smart intersection' technology

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AN ECOSYSTEM GAME

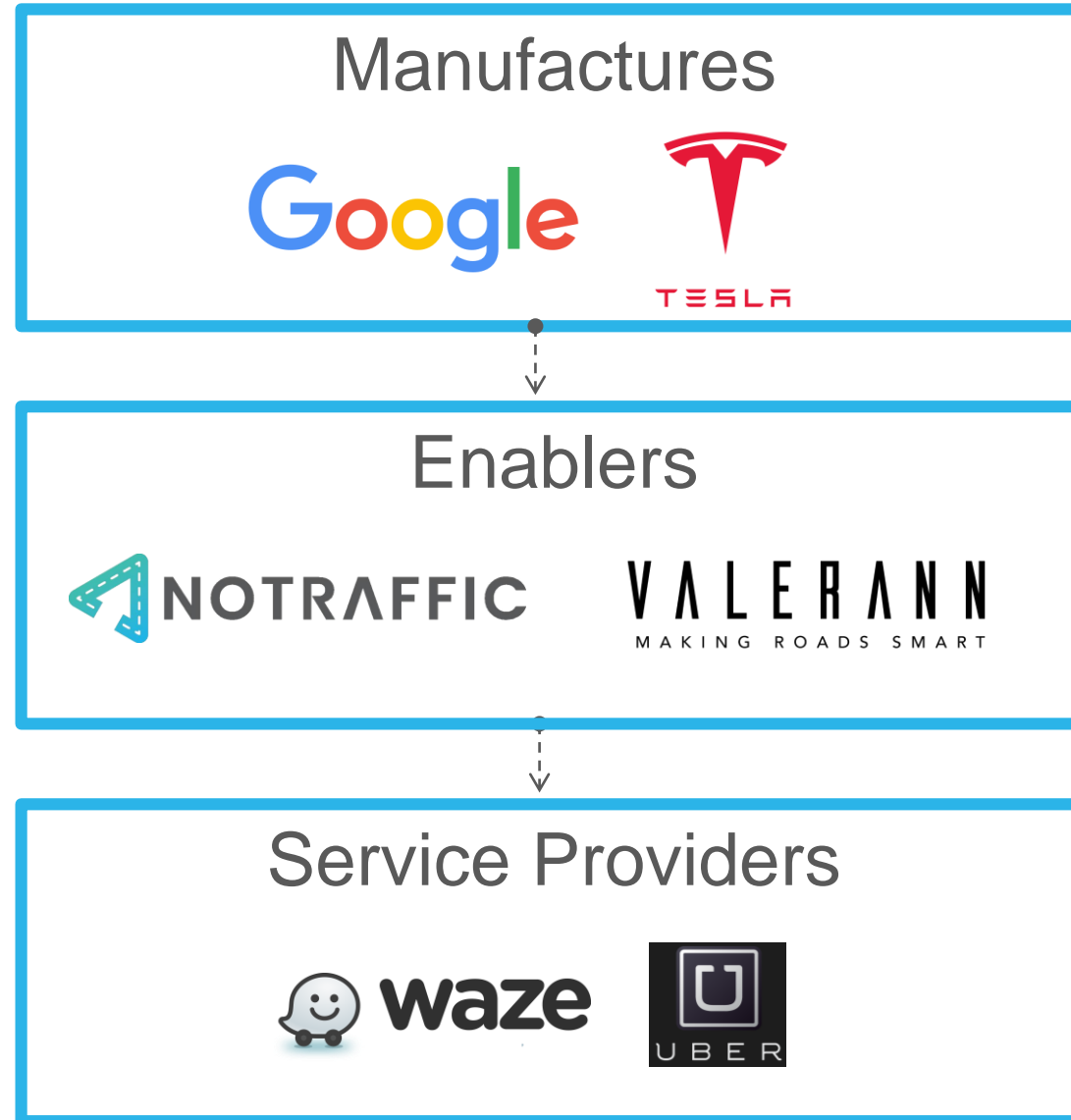Parking solution

EV charging stations

Connected road infrastructure (V2I)

Fleet management

Maintenance solution

TRADITIONAL ECO-SYSTEM

Manufactures

Enablers

Service Providers

"CONNECTED" ECO-SYSTEM

Manufactures

Google TESLA

Enablers

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MAKING ROADS SMART

Service Providers

waze UBER

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"Real time adaptive systems, have been deployed on less than 1% of existing traffic signals"

USDOT

1960s

Today

1900s

NoTraffic is
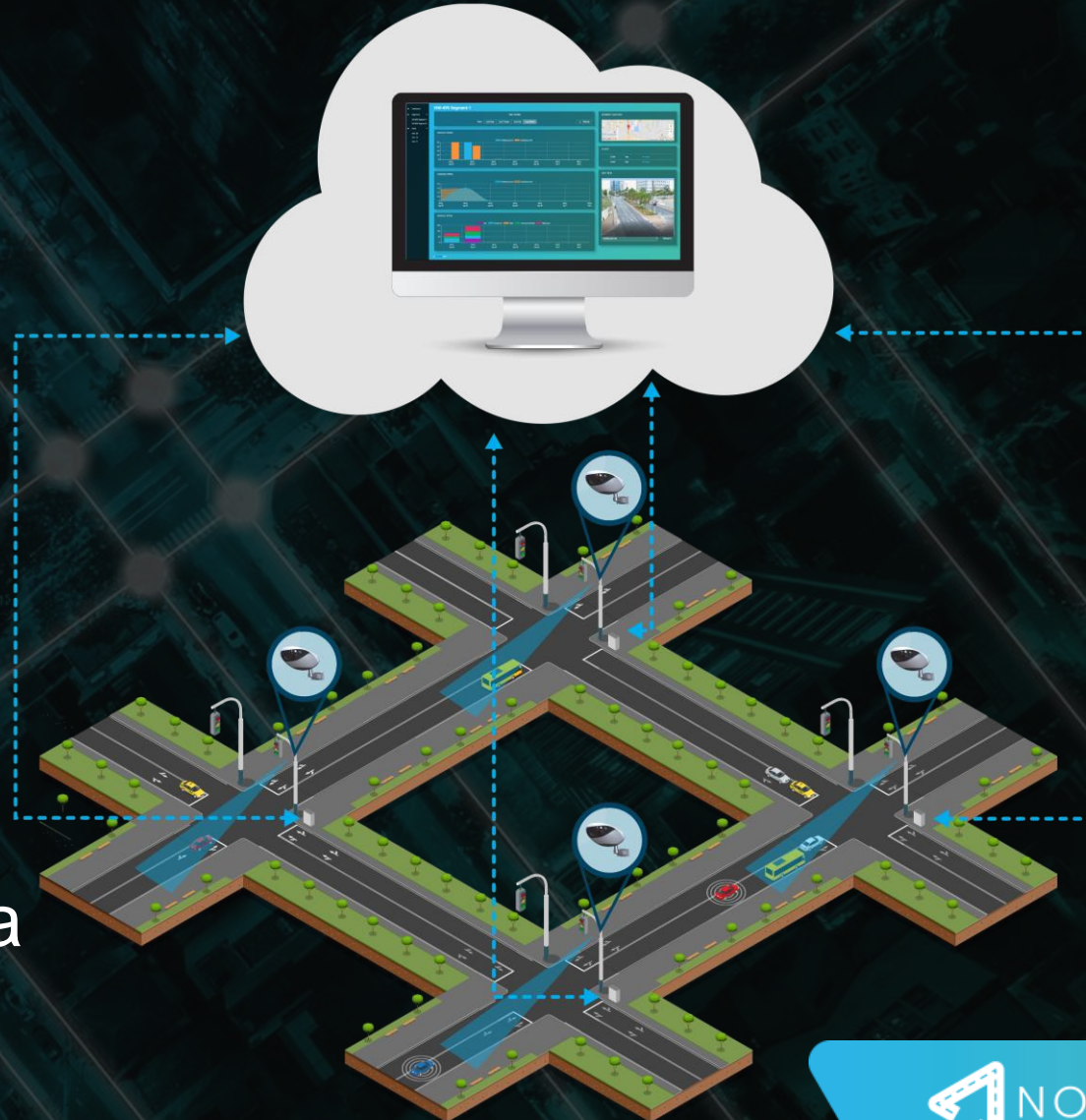A turnkey traffic management platform,
which solves today's traffic challenges
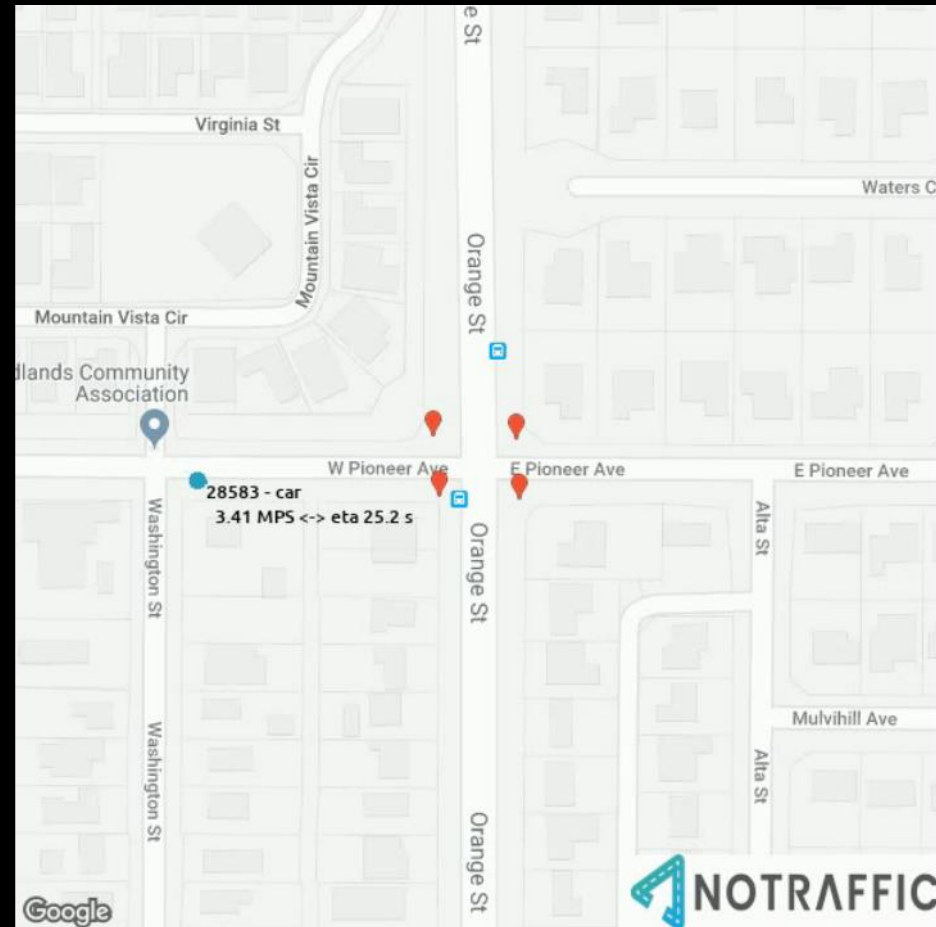while preparing the roads for the connected era

AI ADAPTIVE TRAFFIC MANAGEMENT PLATFORM

- Edge computing sensors collect data

- Data streams to the cloud in real time

- AI algorithms optimize city grid layouts

- User deploys traffic policy via cloud-based Traffic Management Center

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SENSORS COLLECT & DISTRIBUTE ARTIFICIAL BSM DATA

V2X EXPERIMENT – JUNE 2018

IN 2018 NOTRAFFIC PIONEERED
A REVOLUTIONARY V2X EXPERIMENT

PEDESTRIAN ACCIDENT
PREVENTION

Exciting Times Ahead

JOIN OUR TEAM

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