



Cellint Traffic Solutions

FOR IMMEDIATE RELEASE

Cellint Awarded a new Patent in Europe

Tel-Aviv, Israel – September 23rd, 2011

Cellint Traffic Solutions (www.cellint.com), the leading provider of real-time road traffic information, announced today that it was awarded another patent in Europe.

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 strengthen Cellint's global IP portfolio ", said Ofer Avni, Cellint's CEO "this has significant importance since the technology protected by these patents is the only non-intrusive FCD (floating Car Data) detection system that was validated by road administrations and departments of transportations to provide data accuracy equivalent to road sensors"

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 realtime 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 recording cellular data over 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.

Media Contact

Cellint Traffic Solutions

Dikla Nistel

+972.9-915-9153

Dikla.Nistel@cellint.com