

FOR IMMEDIATE RELEASE

## **Cellint launches High Resolution Traffic Service In Israel**

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Cellint Traffic Solutions ([www.cellint.com](http://www.cellint.com)), the leading provider of real-time traffic information on the roads, announced today that it has launched high resolution traffic service in Israel

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

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

*"It is the 1<sup>st</sup> time such reliable traffic data is provided on a national level", said Ofer Avni, Cellint's CEO "Detecting all relevant slowdowns, within a few minutes delay only, over all relevant traffic routes provides a different league in terms of data reliability and level of service. We expect such data reliability to generate much more income to our channel customers than the low quality/low resolution traffic services in the past"*

Cellint's TrafficSense was tested and verified by several departments of transportation and cellular operators world wide, and is used in various market as substitute for 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 delivers 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](http://www.cellint.com).

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