

NAVTEQ Traffic

With the launch of NAVTEQ Traffic™ in the United Kingdom, NAVTEQ will increase its real-time traffic European coverage to nearly 400,000 kilometers across 35 major cities in 13 European countries.

In the U.K., NAVTEQ Traffic delivers comprehensive, real-time traffic information to Birmingham, Edinburgh, Glasgow, Leeds, Liverpool, London, and Manchester, which together are home to more than 10.5 million people in the United Kingdom. The service utilizes data from Trafficmaster's network of 7,500 traffic sensors covering 8,000 miles of U.K. motor ways and 95 percent of its trunk or arterial roads. GPS data from commercial fleets and consumer devices are being added to extend coverage. In addition, GPS data from Nokia, as well as other popular European hand-held devices, will be integrated into NAVTEQ Traffic this year.

With NAVTEQ Traffic, which is also available in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Luxembourg, Norway, Sweden, Switzerland, and The Netherlands, motorists will be able to cross borders without any interruptions in their traffic service.

NAVTEQ Traffic links up-to-the minute traffic information to map data and enables wireless transmission directly to in-vehicle navigation systems, personal navigation devices, and cell phones. The information it delivers is focused on road construction, traffic speeds, and accidents, allowing drivers to make better routing and re-routing decisions.

Broadband mapping application demonstrated on Capitol Hill

ESRI and Connected Nation demonstrated BroadbandStat, a new application for mapping broadband coverage and planning broadband initiatives, on Capitol Hill in January. The presentation took place during the 13th Annual Kickoff Technology Policy Exhibition and showed how geographic information system (GIS) technology can be used to support state efforts to map broadband accessibility and expand its coverage. BroadbandStat enables states to build and evaluate broadband expansion scenarios using detailed data such as demographics, current availability, and research about adoption barriers. Its tools can be used to identify optimal areas for infrastructure investment, and its Web capabilities support transparency by giving the public access to information.

Twelve U.S. states and the territory of Puerto Rico plan to use BroadbandStat to improve their broadband ser-

vices. More than \$20 million in State Broadband Data and Development Grant Program funds were recently made available through the Department of Commerce's National Telecommunications and Information Administration (NTIA) and the American Recovery and Reinvestment Act of 2009. Expanding broadband mapping is expected to assist business and industry in re-location decisions, while home owners can use this information while shopping for a home, and government can use it for planning purposes.—Susan Harp, www.esri.com/bbstat.



RAND MCNALLY TAKES MILEMAKER® GLOBAL

U.S. shippers who have relied on Rand McNally's industry standard mileage and routing information for years will be able to ship internationally with confidence when the industry standard MileMaker® software goes global. MileMaker Global, a single source solution for accurately calculating routes and miles in North America, Europe, Africa, Asia and Australia, was launched last October.

MileMaker Global combines the Rand McNally's World Digital Database with NAVTEQ® maps which provide data spanning 78 countries and territories, collected using a single global specification. MileMaker Global brings global standardization to multi-market logistic applications such as freight contract negotiation, freight rate setting, freight bill auditing, fuel tax reporting, and inter-continent routing.

The product utilizes more than 27 million kilometers of roadways, 1.8 million points of interest and 112,700 Standard Point Location Codes, comprehensive data for 198 countries, up to 2.7 million unique postal codes, and more than 1,100 airports and 200,000 cities and communities.

Using MileMaker's single, operationally consistent source of mileage information worldwide, companies can streamline business processes and minimize multiple software license costs.

The mapping and routing tool provides a robust graphical user interface which operates on a Windows/PC-based system. It is modularized by World Regions allowing users to purchase specific data sets. To enable enterprise-wide usages and integration in existing logistics systems, Rand McNally offers a comprehensive API software developer's tool kit at an additional cost. — Erin Purdy, erin.purdy@ogilvypr.com and Amy Krouse, akrouse@randmcnally.com.