



*The gold standard of travel time and speed measurement*

## Choose... **BluFax**

- ✓ Privacy guaranteed
- ✓ Accurate travel time measurement
- ✓ High quality arterial data
- ✓ 24 hour, network wide coverage



## A unique solution

BluFax vs. other solutions	Privacy	Accuracy	Coverage	
			Freeways	Arterials
<b>BluFax Bluetooth</b>				
Conventional Detectors				
GPS Fleets				
Cell Phone Location				
Toll Tags				

**BluFax** directly observes travel time and traveler origin/destination by recording Bluetooth IDs from cell phones, GPS units, PDAs, and personal computers.

**BluFax** makes it easy and inexpensive to directly observe the effects of traffic signal timing plans, traffic signal coordination and traffic management strategies.

**BluFax** is designed for quick, low cost data collection for up to 12 days using battery power.

**BluFax** includes a GPS unit to obtain the precise time and location for each Bluetooth ID it reads.

**Also available:** portable units for traffic studies and permanent units for continuous real-time data collection.

## Switched on...



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