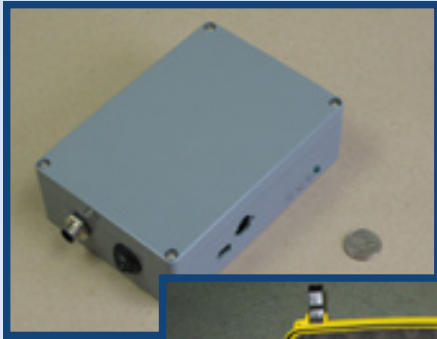




Current Product Offering



Contact Info:

Traffax Inc.
PO Box 1176
Riverdale MD 20738
800-767-7480 – phone
301-298-5240 – fax
www.traffaxinc.com – website



Traffax Inc.

BluFax... The "Gold Standard" Of Travel Time And Speed Measurement

The Cost Of Congestion Continues To Grow....



Everyone Is Looking For The Answer.

Accurate Travel Time Measurements Can Help.

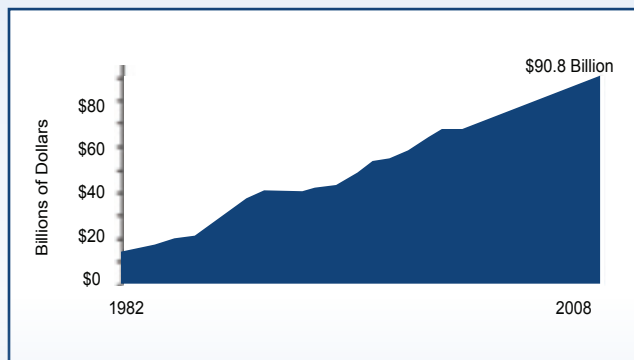


We Have The Solution!

Is this you? Stuck in Traffic With No Information



The Cost of Congestion Continues to Grow

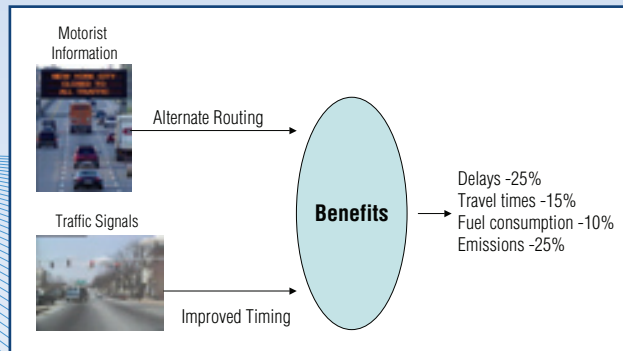


Implications

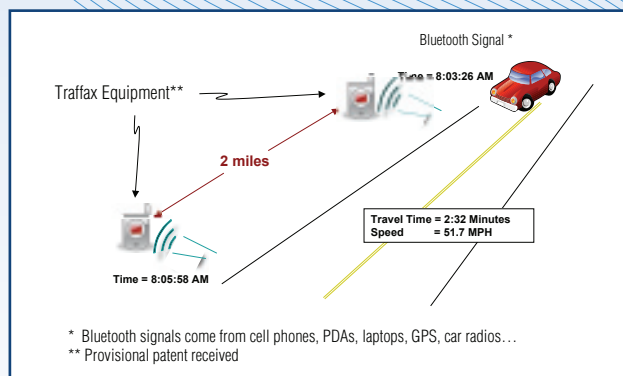
- Major roads experiencing significant traffic congestion – 58% in 2002, up from 34% in 1982¹
- Average American stuck in traffic 36 hours per year by 2020 – up five hours from 2001¹
- 5.7 billion gallons of fuel wasted annually due to congestion¹

1) Source: "The Costs of Traffic Congestion in America", American Road & Transportation Builders Association, Washington, DC

Accurate Travel Time Measurements Can Help



We Have the Solution



Using Bluetooth receiver technology for accurate measurement of travel times, the BluFax units have established themselves as the "gold standard" of travel time and speed measurement. These units have proven themselves through nearly 10,000 hours of data collection on more than 300 miles of roadway during the validation of the I-95 Corridor Coalition's vehicle probe project. Because of their ability to sample more than 5% of the traffic stream, BluFax units are ideally suited for travel time and speed measurements on both freeways and arterial streets. In addition to their use for validation of existing data sources, the effectiveness of this equipment has been demonstrated for measuring traffic signal system performance, impacts of major roadway construction projects, origin-destination surveys, and analysis of pedestrian flows. Both portable units for traffic studies, and permanently installed units for continuous real-time data collection are available.

Competing Technologies are Inadequate

Issues

- ✗ Privacy guarantees
- ✗ Accuracy of Travel Time measurement
- ✗ Quality of Arterial Data
- ✗ Coverage for all roadways and times of day

TRAFFAX is Unique

Comparing the Competition	Comparative Costs	Privacy	Travel Time Accuracy	Coverage	
				Freeways	Arterials
TRAFFAX	\$2,000 - \$4,000 per mi.	○	○	○	○
Conventional Detectors	\$7,500 - \$20,000 per mi.	○		○	○
GPS Fleets	\$500 - \$1,000 per mi. per yr.	○	○	○	
Cell Phone Location	\$500 - \$1,000 per mi. per yr.			○	?
Toll Tags	\$20,000 per mi.		○	○	○

Applications

- Calibration and Validation Activities
 - Accepted Ground Truth
- Before and After Studies (Early Sales)
 - Performance of signals
 - Impact of construction
- Travel monitoring
 - Freeways
 - Arterials
 - Pedestrian
 - Origin-Destination Studies