



EasyWay



Experiences from an Information Broker

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- **Info24 is an Information Broker**
- **Operates the open neutral marketplace for Traffic Information www.its-exchange.com**
- **Provide governments with a tool for complying with the EU PSI information sharing directive**

- **Using Datex since version “1”**
- **Using Datex II for:**
 - Traffic Information
 - Traffic Data, Weather, FCD, etc.

- **Experiences from TIC integrations with**
 - Sweden
 - Finland
 - Denmark
- **Experiences from customer integrations with**
 - Application developers
 - Web portals / yellow pages / logistics
 - Mobile phone applications / Navigation devices
 - Public Transport Information and Display Systems
 - Variable Message Signs
 - ... and many more

Application developers expect information that...

info24

- ... include all modes of transport**
- ... is easy to access**
- ... has good quality**
- ... is updated**



There is information ...



**... but difficult to get
access to**

- **Different information sources**
- **Different technical formats**
- **Different organizations**
- **Different business models**
- **Different license models and legal rights**
- **Different delivery models**
- **Technical support 24 x 7 x 365 ?**



- **Datex II solves the problems:**
 - of technical formats – “common language”
 - of technical delivery – defined delivery via Webservices
- **Info24 solves the other problems by:**
 - Integrating content from many different organizations and information sources
 - Handling legal rights, licenses and business models
 - Technical support 24x7
 - Provide information for all modes of transport
 - Cross border information delivery

Marketplace for Traffic Information (and much more)



Sections

Boating and Shipping

Cameras

Traffic

Weather

Wifi

Info24 Merchandise

Content Top 5



1. Road Traffic Information
2. Live Traffic Cameras
3. Weather Data
4. Public Transport Departure Times
5. Speed Camera Locations

Interested in the traffic industry? Then visit



Content shopping for your digital services?



Welcome! If your company needs content for web related or mobile applications, mashups or other digital services, you have come to the right place!

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I want to take the guided Tour to learn more about the marketplace >>



Tell me why my company should sell information on the marketplace and how that would work >>

Featured Categories



Public Transport Departure Times Stockholm, Sweden

☆☆☆☆☆ 0 rating(s)

Real-time departure times for public trains, buses and subway trains in Stockholm.

Provider: SL

[More Info](#)



Traffic Cameras Denmark

☆☆☆☆☆ 0 rating(s)

Live image feeds for traffic cameras in Denmark.

Provider: Vejdirektoratet

[More Info](#)



Traffic Information Sweden

☆☆☆☆☆ 0 rating(s)

Accidents, road works and other traffic events.

Provider: Vägverket

[More Info](#)

Some Partners



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Email:

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Product description example



Categories

Boating and Shipping

Cameras

Info24 Support

Maps

Traffic

Weather

Wifi

Content Top 5



1. Road Traffic Information
2. Live Traffic Cameras
3. Weather Data
4. Public Transport Departure Times
5. Speed Camera Locations

Interested in the traffic industry? Then visit



Floating Car Data Sweden

Real-time floating car data for vehicles in Sweden.

Product Id09307015

Provider:Info24

☆☆☆☆☆ 0 rating(s) (Only registered customers who have bought this product can rate it)

1 month

All Prices are exclusive of VAT.

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Description

User ratings

Introduction

Real-time floating car data for vehicles in Sweden. The content consists of thousands of de-identified vehicles (taxis and other professional transport vehicles).

The data can be used for various traffic related assessments and calculations, such as determining the traffic flows on specific roads over a period of time or the current situation real-time.

[Content Example](#)

[License Agreement](#)

Languages

Available in Swedish.

Geographical Area

Contains content geographically situated in Sweden.

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Some Parters



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- **Datex 1 was a “disaster”**
- **Datex II is a major good step forward**
- **With Datex II we finally have a “common language” for traffic information**
- **Commercial and legal issues just as big and important as a technical standard**

- Use real-time delivery as much as possible **info24** (posting of data) to avoid delays between incident and info being published to the public
- Even some little information is good as long as you provide info on the quality of the information

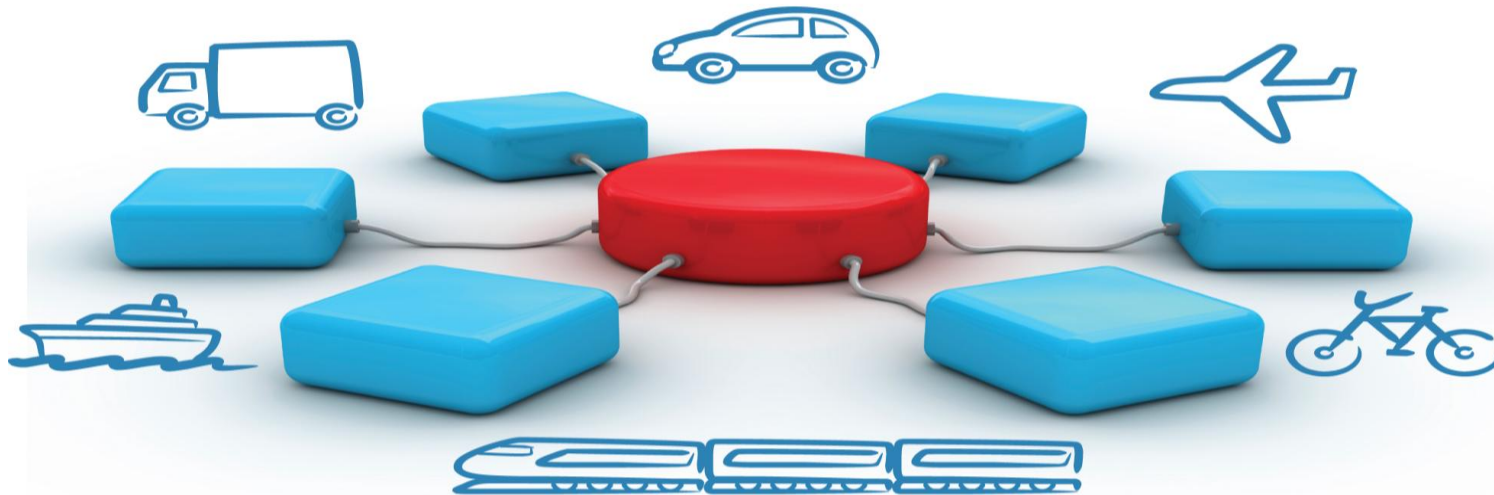
- Add meta data services so it also becomes **info24** possible to get “base data” automatically
- Location/position handling still needs work in the standard, too fragmented and not linked to the “real world”
- Try to avoid country specific extensions or at least work them into the common standard
- Don't forget the “customer”, keep it simple

- **We support the Datex II standard and community to 100%**
- **It enable us to provider travellers with an easier life and smarter way of travelling**

Thank you!

Hans Nottehed

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www.its-exchange.com