

## Zurich and Sacramento count on real driving time

PTV presents PTV Vision Data Center at ITS World Congress in Orlando

**Orlando/Karlsruhe, October 14, 2011. Since the beginning of this year, PTV has been providing detailed information about realistic, actually measured travel data and speed profiles which facilitate the work of transportation modellers and enhance the quality of their models. The Cities of Zurich and Sacramento are among the first to use detailed route data from the new PTV Vision Data Center for their projects which are about to be completed soon. Visitors to ITS World Congress in Orlando (Oct 16 - 20) will have the opportunity to find out more about the data center and its advantages at PTV's booth #1832.**

Since January 2011, transportation experts have had the opportunity to use historical travel data via a web-based platform. This data is provided by TomTom. The platform is part of the product portfolio of the PTV Vision Data Center which also includes map data. "The data from the PTV Vision Data Center provides our customers with great flexibility and a high level of detail for route-based analyses," explains Peter Möhl, Director Products & Data at PTV Germany. "The online platform enables them to quickly select any route in 26 countries, specify the desired period of time, define a time slot or differentiate between time of day and day of the week," he continues. The customers can then import the data into the transportation planning software VISUM or the simulation software VISSIM and thus validate and calibrate their transportation models. This was the case in Zurich, Switzerland, and Sacramento, California.

### **Ideal complement to calibration**

The transportation planning and traffic engineering sectors encompass diverse and complex issues. In order to tackle these problems the City of Zurich has chosen VISSIM to develop a microsimulation model of its inner-city traffic. In addition to detector count data the transportation experts also use data from the PTV Vision Data Center. "Carrying out meaningful surveys with GPS-based data requires a lot of time and effort," says Dr. Christian Heimgartner, Department of Transportation of the City of Zurich and project manager for the new microsimulation model. "The PTV Vision Data Center

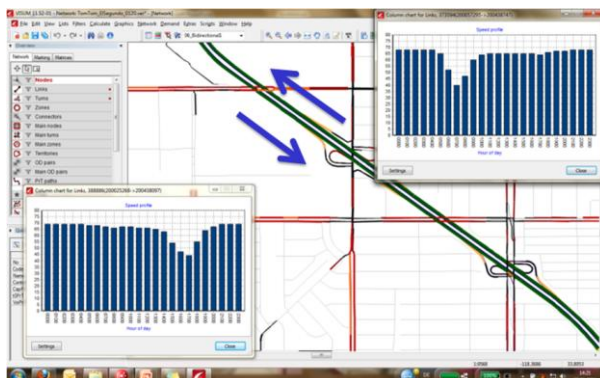
provides us with a cost-effective, high quality alternative."

### Look first, then plan

California is also very satisfied with the services: There are plans to improve a freeway interchange in the Sacramento region. However, before digging can commence, Fehr & Peers consulting experts have identified the weak points of the transportation model by means of speed profiles. "In order to optimise the model, we imported the data into VISUM and VISSIM. We prepare this data which is provided by TomTom for further use in our products," explains Peter Möhl. He will be demonstrating how transportation modellers can use historical data during his presentation about "Using Historical GPS Data for Transportation Planning" at this year's ITS World Congress, Conference Room Orange County Convention Center-South, S220C, on Wednesday, October 19, at 1.30 p.m.

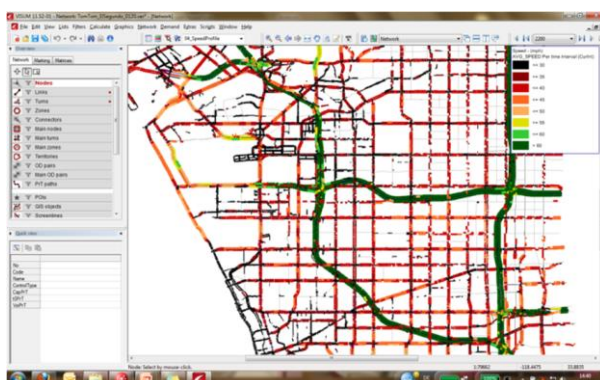
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### Photos/Charts



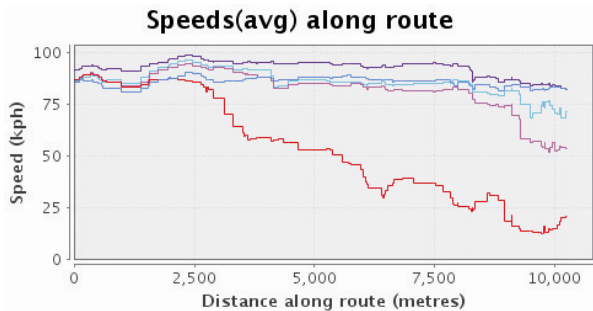
Hour-by-hour speed profiles provide valuable information on travel behaviour

Fotocredit: PTV AG



Network-wide information on speed for the calibration of transportation models

Fotocredit: PTV AG



PTV Vision Data Center enable you to analyse routes in detail.

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#### Background information:

**PTV Vision Data Center:** The PTV Vision Data Center provides PTV map data, models, speed profiles and travel data (Stats). The German transportation experts have optimised this data for integration into its transportation planning software VISUM and simulation software VISSIM.

**Maps:** They are the basis for a transportation model and can be used for micro-, meso- and macroscopic planning.

**Models:** Currently, PTV Validate is the world's largest transportation model. This tool enables you to simulate different versatile scenarios and various developments quickly and easily.

**Speed Profiles:** These profiles provide historical traffic data covering both comprehensive networks and small areas. They can be used to enhance a basic model and to calibrate an assignment model.

**Stats:** How long will a journey take when choosing a particular route? How can journey times be optimised by means of assignments or construction measures? Stats provide you with the basic information required to make the right decisions based on the time of day and day of the week.

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#### About PTV Planung Transport Verkehr AG

The PTV Group provides cutting-edge software technology and consulting to enable customers to meet their mobility needs. It helps people plan and manage traffic and transportation, provides them with the latest traffic reports and assists them in optimising their long-term resource allocation. Since 1979, the independent corporate group has been a leading provider of products and solutions for travel, traffic and transportation planning.

Strong international demand has fuelled dynamic growth: We currently have over 700 employees worldwide crafting innovative solutions for our customers in the public and private sectors. Our Karlsruhe headquarters acts as a development and innovation centre with tight links to research and educational institutions. We additionally maintain shareholdings and subsidiaries in Germany, Europe and every continent in the world.

In the Traffic Software, Transport Consulting and Logistics business fields, PTV technology forms the foundation of a host of brand-name products and our own leading map&guide and PTV Vision product lines.

PTV. The transportation experts.