

## VoiceInfo

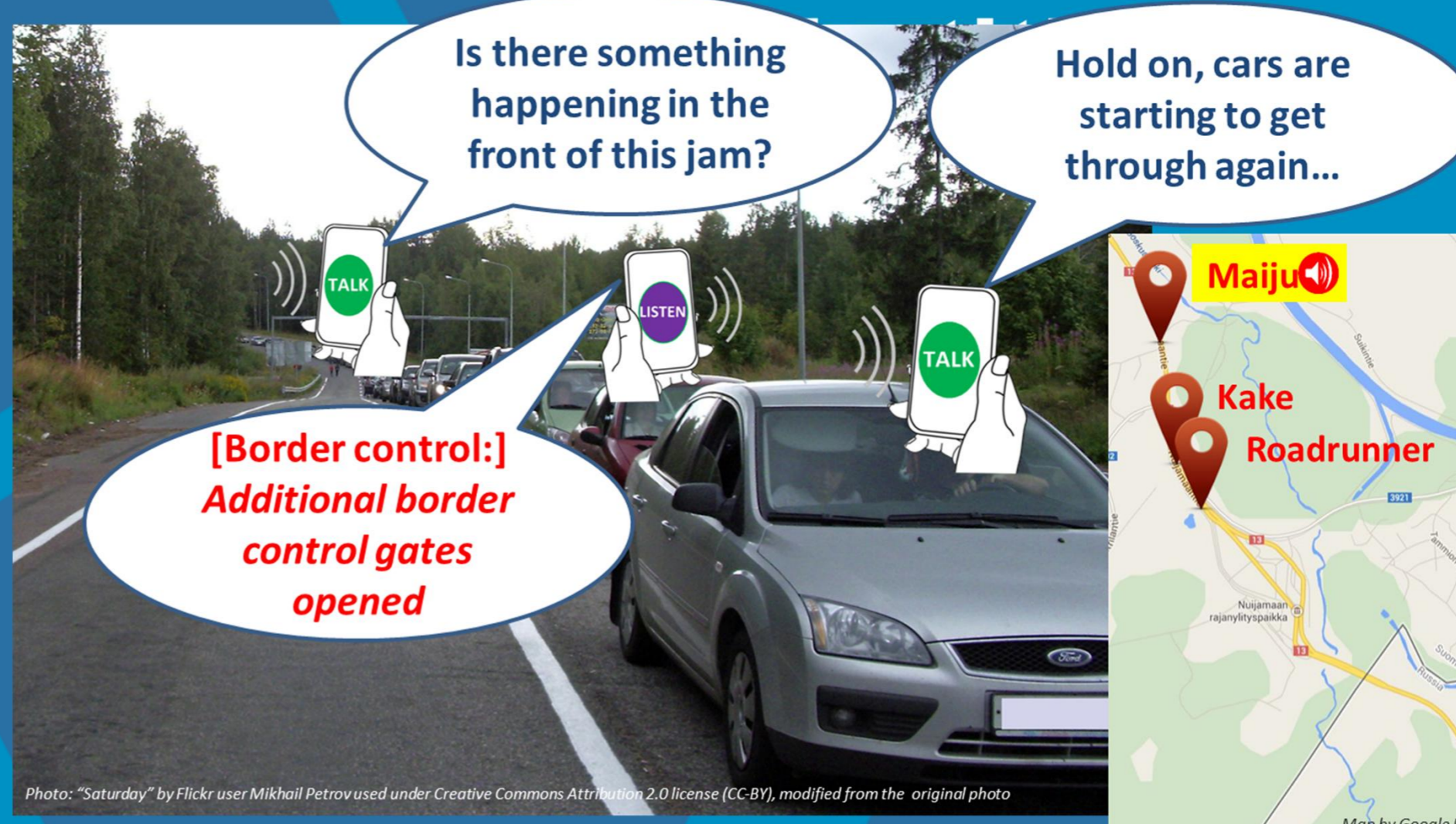
Location-based social voice media



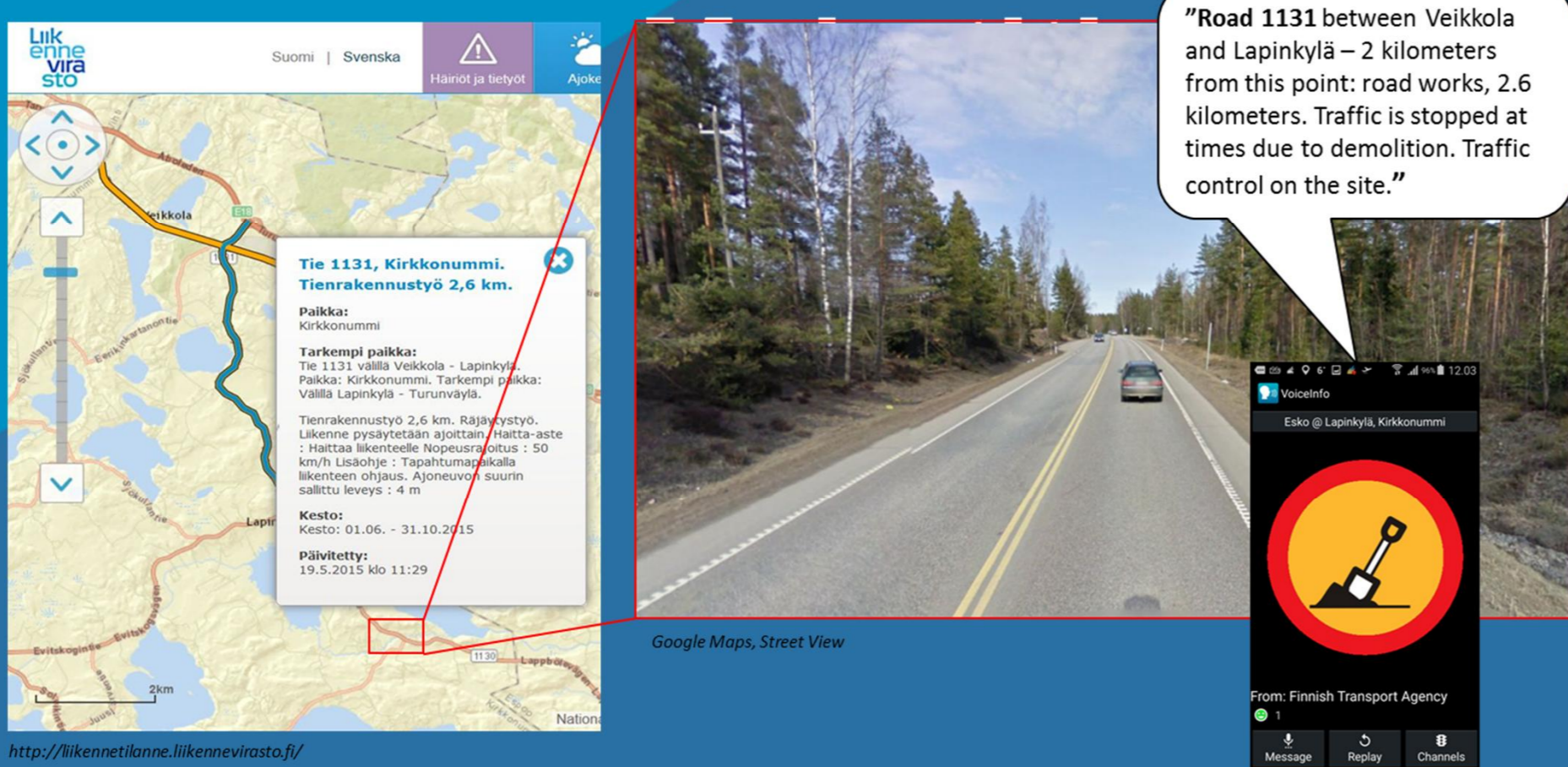
**VoiceInfo** is a mobile, location-based social media service enabling:

- voice communication between end users,
- location-based information distribution from 3rd party service providers,
- pushed information based on events detected by vehicle sensors, and
- crowdsourcing of mobility related data by utilizing audio messages.

## Social Traffic

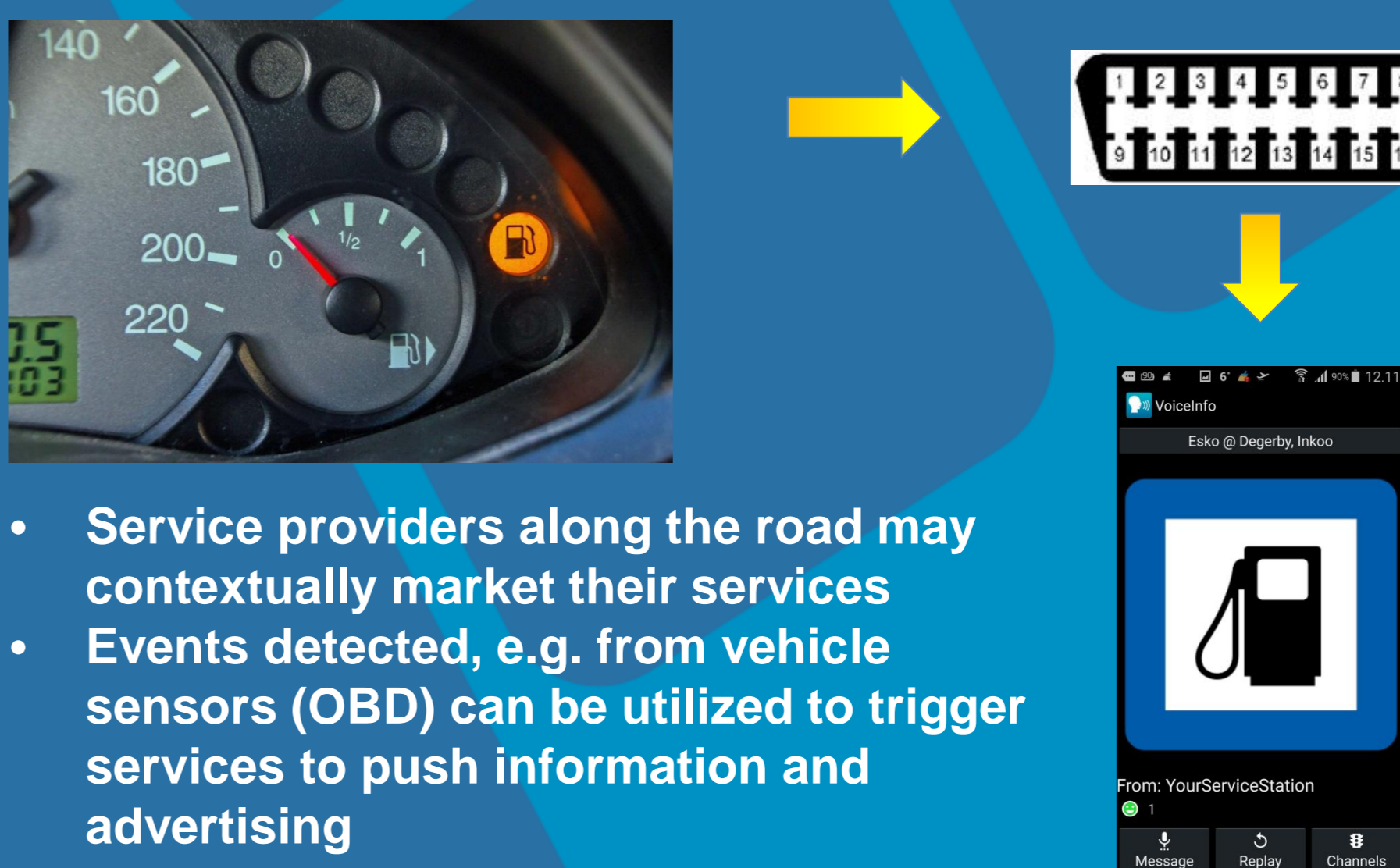


## 3rd party traffic information



Contextual traffic information from different sources as audio messages using text-to-speech synthesis

## 3rd party contextual marketing



- Service providers along the road may contextually market their services
- Events detected, e.g. from vehicle sensors (OBD) can be utilized to trigger services to push information and advertising

## User-generated traffic info

Users may provide safety-related traffic information as defined in EU ITS Directive priority action c

- temporary slippery road;
- animal, people, obstacles, debris on the road;
- unprotected accident area;
- short-term road works;
- reduced visibility;
- wrong-way driver;
- unmanaged blockage of a road;
- exceptional weather conditions

+ Floating vehicle data collected from the application (with prior permission of the users)



## Basic details:

- Digile IoT, WP 6, Task 6.4.2: Trials and demos
- Goal: pilot service applied to identified business cases
- Co-operation w/ Vediafi Oy & Grano Oy
- Demonstrated in ITS World 2015, Bordeaux, France
- Ongoing business case realization with Vediafi and Grano
- Other business cases sought