

## **Press Release By Quantum Inventions**

### **QI Provides Services to Google Maps for Up-To-Date Traffic Information in Singapore**

**Singapore, 19 November 2009** – Quantum Inventions Private Limited (QI) will provide up-to-date traffic information services from its Singapore Roadway Traffic Information Platform (TRIP) to Google for its traffic feature on the new Google Maps Singapore site ([maps.google.com.sg](http://maps.google.com.sg)), announced today at Dhoby Ghaut MRT station, by LTA's CE, Yam Ah Mee, and Google's Geospatial Technologist, Ed Parsons. QI will deliver current information on traffic flow, traffic incidents and traffic alerts on expressways and major roads of Singapore based on live traffic feed from LTA. QI will also deliver current ERP rates and any changes that occur in the road pricing system on Singapore roads.

"QI is pleased to have Google as a partner, enabling traffic information based features on Google Maps for widespread use in Singapore", said Saurav Bhattacharyya, CEO of QI.

"QI, in Singapore as a traffic information service provider, is always looking for opportunities where traffic information usage can help touch the lives of daily commuters. With this traffic information, motorists can check Google Maps to better plan their driving routes and avoid road incidents to get to their destinations faster and easier. Google Maps provides another avenue to access QI traffic information content, in addition to in-car dynamic navigation systems."

The TRIP was developed in partnership with the Land Transport Authority (LTA) of Singapore to provide processed traffic information which can be used with various routing services and navigation systems. TRIP employs various mathematical techniques including moving averaging filters, statistical techniques and data correlation to try and ensure that only congestion information likely to impact many motorists, is factored into the data feed. Google's choice in using QI's traffic information service is a testament to the R&D effort behind the TRIP development.

"QI has provided excellent, value-added service to process and integrate traffic data from LTA for Google Maps in Singapore," said Andrew McGlinchey, Head of Product Management, Google Southeast Asia. "With QI's assistance, now everyone can get current traffic information on the PC with Google Maps, or on the mobile phone with Google Maps for Mobile, to make their journeys smoother and faster on Singapore's roads every day."

The information provided to Google Maps is a feed from QI's Traffic Information Services, supplying traffic flow, traffic incident and ERP data feeds. All the feeds are frequently updated and the road traffic conditions will be refreshed every few minutes on Google Maps.

The Google Maps traffic feature is available in Singapore from today and more information can be found at [maps.google.com.sg/transport](http://maps.google.com.sg/transport).

Motorists can find out more information on QI by visiting: [www.qi.com.sg](http://www.qi.com.sg) or [www.qi.sg](http://www.qi.sg).

**About Quantum Inventions Private Limited**

Quantum Inventions Private Limited (QI), is a provider of real-time traffic information, dynamic routing and navigation solutions in Singapore. QI has led the way for traffic information based solutions since its operational existence in late 2006. QI is a Singapore based company that is a spin-off from the Nanyang Technological University of Singapore.

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