**BlueTOAD** information can be used to monitor the effectiveness of congestion mitigation strategies, maximize throughput, and efficiently minimize delay.

## BlueTOAD System Advantages

- TrafficCast proven algorithms for filtering and processing data inputs to compute real-time Travel Times and Speeds.
- Speeds/Travel Times updated in real-time on a secure web "Dashboard" and Speed Maps.
- XML schema is available for third-party integration such as an Advanced Traffic Management System (ATMS), agency website, or Dynamic Message Sign (DMS) software control.
- Secure web interface for generating statistical and analytical Reports covering, Speeds, Speed Alarms, Travel Times, Origin/Destination, Level of Service, and before and after comparisons.
- Real-time monitoring of device status and performance.



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REV-080912-7



# Manage the Open Road...

# Bluetooth Travel-time Origin And Destination BlueTOAD

The BlueTOAD system provides roadway segment speed and travel time data measured from minuteto-minute, 24/7, 365 days. In most cases, travel time and speed data can be used in "real-time" to assess the performance of the roadway and implement more effective signal timing strategies. BlueTOAD information can be used to monitor the effectiveness of congestion mitigation strategies, maximize throughput (traffic flow), and efficiently minimize delay.

For federal, state, and local transportation agencies and Metropolitan Planning Organizations (MPOs), techniques to effectively manage mobility are critical to the development of performance-based transportation planning strategies. Transportation planners agree, travel times and speed data is the best foundation for managing mobility performance measures. BlueTOAD cost effectively meets this industry need.

### How BlueTOAD Impacts Your ROI...

The BlueTOAD turnkey solution delivers real-time Speed and Travel Time information displayed on a user-managed website.

By providing a quick integration path, the BlueTOAD traffic data technology easily merges with any agency's existing traffic management system. When existing communications infrastructure is used, BlueTOAD devices can be installed and operating in under an hour.

With BlueTOAD, statistical data reporting, Speed and Speed Alarms, Travel Time, Level of Service, and Origin/ Destination information is aggregated to supplement any agency's archived and real-time traveler information needs. An agency can also share BlueTOAD data using an industry-standard XML schema-based system. BlueTOAD's automated speed alarms via, e-mail, text messaging, and Web posts allows real time notifications of potential incidents used to better utilize existing congestion mitigation applications: dynamic message sign updates, advanced signal re-timing, traveler information website notifications, and Intelligent Transportation Systems (ITS) planned deployments.







