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## **NaviGator 511 Partners with Waze to Enhance Real-Time Traffic Data of Georgia's Traveler Information System**

### *Waze Crowd-Sourced Data Feed Integrated with NaviGator 511 Standard Traffic Monitoring Application*

**ATLANTA** – NaviGator 511, Georgia's traveler information system, has partnered with Waze to provide enhanced traffic information. Waze, a crowd-sourced social GPS and real-time traffic application for iOS and Android phones, will provide enhanced traffic data to the current 511 system, and create a special 511 user group, specifically for Georgia travelers, within the existing Waze mobile app.

The arrangement was provided for under an existing marketing contract with Iteris, Inc. (NYSE Amex: ITI), the firm that has operated and maintained the Georgia NaviGator 511 system since 2006.

NaviGator 511 is a sponsor-supported, free public service of the Georgia Department of Transportation that can be accessed at [www.511ga.org](http://www.511ga.org) or by phone by dialing 511 anywhere in Georgia. The NaviGator 511 system enhances transportation mobility, safety, and efficiency by providing travelers with real-time, route-specific travel information and 24/7 access to live operators. NaviGator 511 delivers current information on incidents, road construction, and weather conditions statewide. In the Atlanta metro market area, NaviGator 511 not only provides congestion information, but also access to HERO (Highway Emergency Response Operator) motorist assistance.

Waze collects traffic data from its 29 million (and growing) users worldwide, or "Wazers," who augment real-time traffic conditions through citizen-based traffic, hazard, and incident reporting. The data will then be verified by Georgia DOT and populated to NaviGator 511's website and phone system.

The Waze smart phone application is available for free from the App Store on iPhone, iPad and iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore); the Google: Play Market; or by visiting <http://m.waze.com> from a smart phone. In addition to real-time, crowd-sourced traffic data, Waze offers a number of hands-free features, such as:

- Voice-guided turn-by-turn navigation around traffic tie-ups;
- Voice-activated user reporting of road hazards, construction, incidents, congestion;
- Voice commands to user-set "Favorite Places" like "Home" or "Office;" and
- Automated verbal notification of upcoming incidents or conditions.

"Commuters know that they can help each other reduce the stress and inconvenience of traffic simply by turning on our app," said Chris Butler, Director of Business Development for Waze. "Moving forward, we're excited to be

working with Georgia DOT and Iteris on the NaviGator 511 system to offer these expanded benefits and increased exposure to the Georgia Wazers.”

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