

La ville d'Eindhoven (Pays-Bas) s'associe avec IBM et NXP pour fluidifier le trafic et renforcer la sécurité routière

En fusionnant les données des capteurs remontées en temps réel par les voitures avec les données du trafic routier, la plateforme IBM MobileFirst permet aux autorités de surveiller et d'agir plus efficacement face à des conditions de circulation inattendues

Paris, France - 22 févr. 2013: IBM et NXP Semiconductors N.V. (NASDAQ NXPI) ont dévoilé aujourd'hui les premiers résultats d'un projet pilote pour rendre le trafic routier plus intelligent dans la ville de Eindhoven aux Pays-Bas. Cet essai montre comment les autorités en charge du trafic routier peuvent identifier et résoudre les problèmes liés au réseau routier en recueillant les données provenant de voitures connectées, équipées de capteurs transmettant des informations comme le freinage, l'accélération et la localisation.

« Ce projet pilote nous a démontré avec succès que des informations anonymisées remontées par des véhicules peuvent être analysées par les autorités locales en charge du trafic pour réduire les embouteillages et améliorer la circulation, » déclare Ab Oosting, Chef de projet de l'Union Européenne pour la Région Collaborative de Eindhoven (SRE). *« En recevant les informations en temps réel, les autorités routières peuvent utiliser les technologies mobiles pour déployer des équipes d'intervention et des cantonniers afin de remédier aux problèmes. Les équipes du centre de régulation peuvent agir rapidement afin de détourner le trafic des accidents et éviter des situations dangereuses. »*

La ville et la région d'Eindhoven (SRE) sont à la croisée de plusieurs grands axes routiers internationaux, là où des accidents relativement petits peuvent avoir des conséquences considérables pour l'ensemble du réseau. En 2011, environ 30 000 personnes ont été tuées en Union Européenne à la suite de collisions sur la route. La Commission Européenne a récemment adopté un ambitieux programme de sécurité routière avec pour objectif de réduire de 50% le nombre de morts lié à la circulation routière entre 2011 et 2020. Les Solutions de Transports Intelligentes (STI) peuvent aider à améliorer les conditions de circulation ainsi que la sécurité sur les routes en Europe. Cet essai de 12 mois a été réalisé de telle manière qu'il a fourni au gouvernement régional des informations précieuses pour entretenir les routes, réduire les embouteillages et renforcer la sécurité routière.

Dutch City Region of Eindhoven Works with IBM and NXP to Improve Traffic Flow and Road Safety

Merging Mobile Real-Time Sensor Data from Vehicles and Road Traffic Data with IBM MobileFirst Enables Officials to Monitor and Act on Unexpected Road Conditions

Eindhoven, The Netherlands – 22 Feb 2013: IBM (NYSE: IBM) and NXP Semiconductors N.V. (NASDAQ: NXPI) today announced the first results of a smarter traffic pilot, conducted in the Dutch city of Eindhoven. The trial demonstrates how the connected car automatically shares braking, acceleration and location data that can be analyzed by the central traffic authority to identify and resolve road network issues.

"The trial successfully showed that anonymous information from vehicles can be analyzed by local traffic authorities to resolve road network issues faster, reduce congestion and improve traffic flow," said Ab Oosting, European Union project manager for

the Collaborative Region of Eindhoven SRE. “By receiving the information in real time, road authorities can utilize mobile technologies to immediately deploy emergency response teams and road workers to resolve issues. Traffic centre staff can promptly respond and manage traffic flows away from accidents and dangerous traffic situations.”

The city region of Eindhoven (SRE) is located at the hub of several international transportation routes, where relatively small incidents can have major consequences for the system as a whole. In 2011, approximately 30,000 people were killed in the European Union as a consequence of collisions in traffic. The European Commission recently adopted an ambitious Road Safety Programme, which aims to cut traffic deaths in Europe between 2011 and 2020 by 50 percent. Intelligent transport solutions (ITS) can help improve European road conditions and safety. The 12-month trial was designed to provide the regional government with insights to maintain roads, reduce traffic congestion and increase road safety.

The Ultimate Mobile Device: Connected Cars, Proactive Traffic Avoidance and Safety

With greater connectivity, today’s automobiles generate a vast amount of data that can be used to enhance the driving experience, while improving traffic condition and road safety. For example, with [IBM MobileFirst](#), which combines the power of mobile and cloud-enabled technologies, the same sensors that alert drivers about low tire pressure or broken lights can also automatically provide insight into traffic patterns.

During the trial, IBM, NXP and its partners equipped 200 participating cars with a device containing the NXP telematics chip “ATOP” that gathers relevant data from the central communication system of the car (CAN-bus). Relevant sensor data – that were indicators of potholes or icy roads – was collected in-vehicle and transmitted to the cloud-enabled IBM Smarter Traffic Center.

Using the power of IBM analytics, raw data from the vehicles highlighted 48,000 incidents over a period of six months, from 1800 million sensor signals. Incidents included heavy rain, black spots, switching on of hazard lights or fog. The disparate data from thousands of sensors was managed and analyzed through the IBM SmartCloud Enterprise service, making it possible to dynamically manage the needed computer capacity, which can vary dramatically depending on whether it is a peak traffic period or an unexpected event occurs.

This information enables road officials to act in near real-time on dangerous road conditions, accidents or growing traffic density. It also informs drivers in the vicinity of an incident through smartphone or built-in navigation device.

For example, a new speed is recommended to a driver based on current weather and road conditions via a mobile application though an in-vehicle navigation system or mobile device, or the location of the closest road assistance vehicle is identified. These aspects were successfully tested in the trial. In the future, a traffic command center could provide more personalized detours, routes and traffic information to a driver to better avoid congestion.

This pilot is one of several initiatives SRE has begun to improve mobility in the region. In an earlier six-month road pricing trial conducted by the city, IBM and NXP, advanced road pricing technology was successfully used to incentivize drivers to change their driving behavior, reduce road congestion and contributed to a greener environment. Seventy percent of drivers changed their behavior to avoid rush-hour travel when presented with the right incentives, demonstrating that road pricing systems can have a positive effect on driving habits and help alleviate traffic.

Links

For more information on IBM Smarter Transportation, visit <http://www.ibm.com/smarterplanet/transportation> and follow [@IBMTtransport](#).

For more information on Connected Mobility, visit www.nxp.com/connected-mobility.

A video of the solution is shown [here](#)

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. A global semiconductor company with operations in more than 25 countries, NXP posted unaudited revenue of \$4.36 billion in 2012. Additional information can be found by visiting www.nxp.com.

About IBM MobileFirst

As the first new technology platform for business to emerge since the World Wide Web, mobile computing represents one of the greatest opportunities for organizations to expand their business. Based on nearly 1,000 customer engagements, 10 acquisitions in the last four years, a team of thousands of mobile experts and 270 patents, IBM MobileFirst offers an array of solutions that connect, secure, manage and develop mobile networks, infrastructures and applications. For more information on IBM MobileFirst, visit <http://www.ibm.com/mobilefirst>.

For more information about IBM MobileFirst news, please visit the [press kit](#).
