

The Challenge

Aiming at adding the range of facilities offered on the Vodafone live! portal and providing a further innovative and useful service to its customers, Vodafone Portugal was looking to revamp its mobile traffic information service by providing its customers a mobile real-time traffic service. Such goal embraced some key challenges, namely technical, regarding the way (simple and in real-time) the service is delivered, and economical, as the solution must be affordable.



The Solution

TRAFFIC 100 from ZONADVANCED was the solution chosen by Vodafone Portugal. Installed at the traffic cams suppliers' data center, TRAFFIC 100 captures real-time traffic video from the traffic cams by using a RF cable plugged into the TRAFFIC 100 input video card. TRAFFIC 100 generates 10 seconds long 3GP files every 2 minutes, which are then sent to a Vodafone Portugal FTP. Access to the traffic video content is via the Vodafone live! portal and is free, regardless of the number of cameras viewed. It is also available in the form of MMS alerts per 0.90€ a week. This price activates all alerts with photos, videos and/or commentaries on traffic conditions at all the locations selected by the customer.



Vodafone Portugal Benefits

The launch of this channel put Vodafone Portugal in the vanguard of mobile traffic information services in Portugal, adding to the range of facilities offered on the Vodafone live! portal and providing a further innovative and useful service to its customers;

- . Requires low bandwidth to get the traffic video file (file size is in average 150kb);
- . TRAFFIC 100 is an easy way to get traffic video, with no need for development;
- . Due to its competitive cost structure, TRAFFIC 100 allows a profitable business model.