

TIC for Radio and TV Traffic Reports

Create a rich set of information that audiences want to see and hear.

Consistent and relevant

TIC can create formatted reports which contain a valuable set of information such as traffic, weather, news, approved user generated content, advertisements, and more.

Information within TIC can be localized and organized by type, location, market, priority, sponsorship level, and many other criteria.

Information can be sent over multiple channels such as radio, TV, websites, and phones.



Rich information set

Information can be created by operators or collected from information service providers.

Operators can manually select information for reports or can use TIC to automatically create reports which operators can then change.

Information in reports can include:

- Traffic events and delay times.
- Parking availability and fuel prices.
- Roadside camera images.
- Social events such as sports games.
- General news items and weather.
- Health indexes such as UV and pollution.
- Advertisements.

Valuable reports

TIC can be used to create a valuable set of information for audiences and markets.

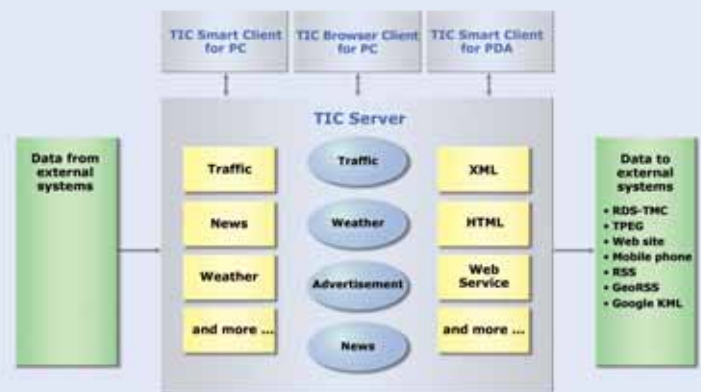
Data can be combined to create an information rich announcement by reading a list such as:

1. Sports event date and time.
2. Traffic forecast for roads around event.
3. Sponsor's message for event tickets.
4. Advertisement for parking near event.
5. Weather forecasted for the event.
6. If sunny, commercial for sun tan lotion.

Multiple channels

Information can be provided in several ways:

- Radio and TV announcements read from a timed and scrolled computer screen.
- Navigations devices (see "TIC for RDS-TMC and TPEG Broadcasting" leaflet).
- Mobile phones as audio (IVR) and text (SMS).
- Web sites using text, images, and audio.
- Email, RSS, GeoRSS, and Google KML.
- PDA's (see "TIC for Data Capture on PDA's" leaflet).



Additional uses

TIC is a highly configurable platform which can be used for many additional purposes, such as:

- Personalized information for consumers.
- Radio text (song title, artist), program schedules, slide shows (see "TIC for Program Associated Data" leaflet).

More information

TIC is used to process data in over 100 projects operating worldwide. A brochure is available describing the wider capabilities of TIC and more leaflets for various uses. See www.gewi.com.