

## Press Release

### Introducing “Strategic Routing”

Technological milestone for the CVIS research project: Traffic and transportation strategies can influence route recommendations

**Dortmund/Karlsruhe, November 11, 2009. Good news for local residents. New routing procedures clear the way for alternative route recommendations, without routing traffic through residential areas. The PTV AG transportation experts from Karlsruhe developed the trendsetting technology as part of the CVIS (Cooperative Vehicle-Infrastructure Systems) research project. It is being presented to the public today with live driving demonstrations on the Dortmund test area.**

In a final presentation, Siemens, the City of Dortmund, Ertico and PTV will show their results on "cooperative" systems. They concern the interaction between vehicle, infrastructure and traffic management centres. The implemented procedure is a technological milestone for cities, counties and regions. For the first time, public authorities are able to use PTV's new technologies and stored transportation strategies to influence route recommendations. As a result, traffic flows freely through specified routes, avoiding congestion. For example, navigation systems will no longer guide the driver through residential areas - meaning that congested city centres could soon be a thing of the past.

“The major advantage of strategic routing is the prompt availability of route information,” explains Dr. Michael Ortgiese, who is responsible for research at PTV. Until now, dynamic routing has been working with time delays, as it only comes into action after disruptions have occurred. The strategic version informs the driver in advance and traffic can be controlled as required. Michael Ortgiese is convinced, "This will create immense added value for traffic control, not only in city centres, but also in surrounding areas for roadworks or major events".

#### **How does strategic routing work?**

The crucial question here is: How can traffic and transportation strategies be managed and communicated in the future? The answer is: using a specially

developed strategy workplace. PTV has now laid the necessary groundwork.

The central strategic routing installation sends the client requesting the route (mobile device) a dynamically strategic alternative route. The driver also receives information on the incident which activated the strategy.

The information flow occurs mutually between vehicle and control centre. Information is provided on traffic situations which lead to pre-defined strategies being triggered. Examples of these are "Congestion", "Tailback dispersed" or "Slippery roads". These are sent by the individual vehicles as a message to the control centre and visualised there. The strategies planned by experts are available in the control centre. They are activated and sent to the vehicle depending on the traffic situation or as planned traffic control scenario, for example during bridge work.

### **The CVIS project**

The aim of the research project is to use cooperative systems to improve traffic flow, increase safety and to minimise the negative effects of traffic on the environment. CVIS is sponsored by the European Union and runs from 2007 to 2010. Over 60 international partners from diverse industries are working on many sub-projects. Technology for cooperative traffic and transportation management in inner-city areas was developed and tested as part of the sub-projects COMO (Cooperative Monitoring) and CURB (Cooperative Urban Applications). More information is available at [www.cvisprojekt.org](http://www.cvisprojekt.org).

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### **Background Information**

Partners involved in the Dortmund presentation:

**PTV Planung Transport Verkehr AG, Karlsruhe:** New routing procedure, strategic routing, development of groundwork for traffic control strategy workplace

**Siemens AG:** Priority application, dynamic priority placement for public authority vehicles such as police or ambulances.

**City of Dortmund:** Traffic management centre and infrastructure for the Dortmund field test.

**Ertico:** European network for Intelligent Transportation Systems (ITS)

**Definition of traffic and transportation strategy:** Bundle of measures for individual (routing) and collective (variable message and direction signs, signal control optimisation) traffic control

## Images



(Screenshot Strategisches Routing und Fahrt im CVIS Testfahrzeug. Images can be downloaded at: <http://www.ptv.de/unternehmen/news/presse/bilder> from the Traffic section.

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### PTV Planung Transport Verkehr AG

The PTV Group provides cutting-edge software technology and consulting to enable customers to meet their mobility needs. It helps people plan and manage traffic and transportation, provides them with the latest traffic reports and assists them in optimising their long-term resource allocation. Since 1979, our independent corporate group has been a leading provider of products and solutions for travel, traffic and transportation planning.

Strong international demand has fuelled dynamic growth: We currently have over 700 employees worldwide crafting innovative solutions for our customers in the public and private sectors. Our Karlsruhe headquarters acts as a development and innovation centre with tight links to research and educational institutions. We additionally maintain shareholdings and subsidiaries in Germany, Europe and every continent in the world.

In the Traffic Software, Transport Consulting and Logistics Software business fields, PTV technology forms the foundation of a host of brand-name products and our own leading map&guide and PTV Vision product lines.

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