

DYNAMIC NAVIGATION: CAR MANUFACTURERS AND TRAFFIC MANAGEMENT OPERATORS WORKING HAND IN HAND

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ABSTRACT

Traffic within densely populated metropolitan areas has been steadily increasing leaving drivers trapped in traffic chaos day after day. Ever so important are traffic management systems that try to efficiently manage traffic flows and direct drivers to high capacity arterial. At the same time the penetration of in vehicle GPS navigation systems has significantly increased over the last years and drivers rely on these electronic navigators to find the fastest way through city traffic. Recently road operators have found high potential in working hand in hand with car manufacturers by sharing traffic data between the two worlds. Several research projects have shown how these partnerships can help manage traffic more efficiently while at the same time reducing costs by eliminating the need for road side infrastructure like variable message signs.