



Orange partners with mxData to make traffictv a real jam-buster on the mobile

Orange is one of the world's leading communications companies. The Group serves more than 170 million customers in five continents, of which two thirds are Orange mobile customers (109.6 million). In the UK, Orange provides high quality GSM coverage to 99% of the UK population. At the end of June 2008 Orange had 15.8 million active mobile customers in the UK.

The Challenge

Travel and entertainment are priority markets for the mobile networks. Within its travel portfolio, Orange wanted to provide a truly useful traffic application which would deliver exceptional value to the user and also become a revenue generator for the company.

The operator needed an application and service that would work across all handsets, be easy to distribute and deliver measurable value to the users.

The Solution

Orange decided to work with mobile application specialist mxData. The operator was already familiar with mxData's traffic-i application, providing Trafficmaster data to handsets, so Orange decided to offer the mxData traffictv application through Orange World and also pre-install it on many Orange handsets.

The traffictv application uses mxData's own map compression technology. This, coupled with the company's experience in managing large quantities of complex data from different sources and Java development skills, made the mxData solution very compelling.

The traffictv application shows the mobile user traffic speeds across more than 8,000 miles of UK motorways and trunk roads, and also over 1500 live CCTV images from traffic hotspots and junctions – all displayed on maps that the traveller can scroll around.

The Benefits

traffictv now has over 130,000 monthly subscribers through Orange and over 10,000 new customers are trailing the application each month. The revenue for all the partners has been excellent with customers subscribing to traffictv on a daily, weekly and monthly charge of £1, £2, and £4 respectively.

The users benefit from 24 hour access to live traffic data across the UK including speed and delay information and CCTV images, many saving hours a week on journey times.



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