



Case Study  
e-transportation  
Project

## Project objective

Velti has completed the project **“Athens Road Information”**, as part of the smart action “Smart Transport – SME Financing for the Development of Pioneering Telematic Services for the Support and Information of Road Network Users.” The action in question is part of Measure 2.8 “Intelligent Transport” of the “Information Society” Operational Program. The duration of the project was 12 months.

The purpose of the project is to use first-level traffic information on the Attica road network provided by the Ministry for the Environment, Physical Planning and Public Works (MEPPPW), combined with geographical information on the road network in the same area, in order to provide end consumers with better information on current traffic conditions, to ensure maximum road safety in most of the road network of Attica, as well as to offer general services through the provision of value added services based on that first-level material.

The following services in particular are being developed:

- Dynamic navigation for drivers as regards choosing an appropriate route to their destination, by utilizing the data offered by the MEPPPW at real time.
- Dynamic information of drivers on traffic blocking emergencies in the road network of Attica.

Such services are available through SMS, WAP and on the Internet ([www.odopliroforisi.gr](http://www.odopliroforisi.gr)).