TIC for Traffic News Announcements

Announce accurate traffic news from automatically created traffic reports.

Solution for broadcast traffic announcers

Drivers worldwide rely on radio traffic news reports to alert them about traffic and travel conditions before and during their travel.

Station announcers read structured traffic news reports, either live on-air or recorded for later use, using scrolling newsreader applications.

Cost effective online web service

The solution is available as a cost effective online web service where no operators are required to produce traffic news reports, and no system platform is required. Only an Internet browser is needed to read formatted reports from the screen.

No training required

The TIC newsreader application is easy to use in a browser window; no training is required to start selecting, reading, and scrolling news items.

Read timed and formatted news reports

Radio station announcers can intuitively use the TIC newsreader application or an Internet browser connected to a TIC system, to read timed, scrollable, and selectable traffic news, either live on-air or as pre-recorded traffic reports.

Improve information with delay times

TIC can be used to collect traffic flow data from service providers and automatically insert the delay time into a traffic news story about an incident.

Warn abnormal driving conditions

TIC can alert announcers of urgent and dangerous conditions such as wrong-way drivers to immediately warn drivers.
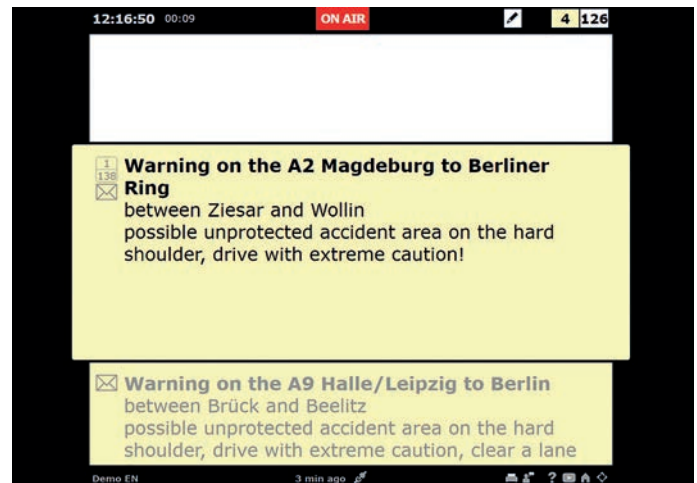
Announcer teams

TIC can be configured to simultaneously support announcers and teams across multiple stations or programs, for example to share the work load shifts, and identify other members viewing the same report.

Operate in multiple station locations

TIC can be used at different station locations, sharing either the same or different traffic news reports, useful when handing over a program to an announcer at a different location.

Multiple language support

Because the information on the traffic news service is coded, the same traffic information can be available in one or more languages, such as English and German.

Work productively with a proven solution

TIC is a proven Commercial Off-the-Shelf (COTS) product used by hundreds of traffic information service operators worldwide for either announcments or rapid traffic data entry while supporting information accuracy and quality.

More information and contacts

Please visit www.gewi.com