TIC for Traffic News Production

Quickly produce and announce accurate traffic news reports.

Solution for broadcasters

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

Station producers collect traffic and travel events, create news reports, and distribute news for other programs, and data to other information services.

Station announcers read structured traffic news reports, either on-air or recorded for later, using timed and scrolled newsreader applications.

Create traffic reports drivers can rely on

TIC is used by station producers to create accurate traffic information which is then uniquely stylized and structured into traffic news reports, for example by area, road class, and event type.

Produce easy to understand news

TIC uses custom templates to define reports for each program and current data is generated into natural spoken language styles.

Warn abnormal driving conditions

TIC can collect current and forecast data which can help determine road conditions such as flooding and ice, or poor visibility from fog.
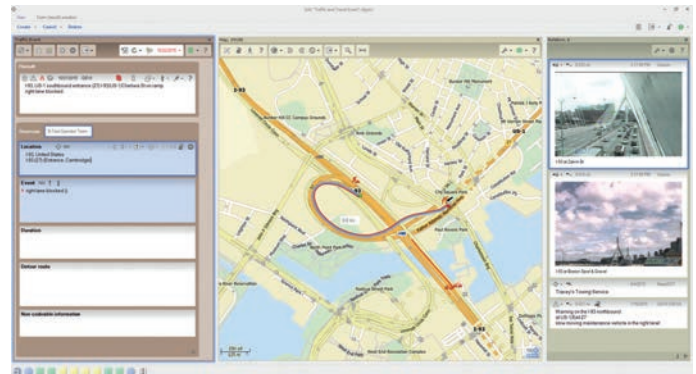
TIC can alert announcers of urgent and dangerous conditions such as on-coming vehicles driving the wrong way on the road so drivers are warned.

Reach navigation systems

TIC creates accurate and precise data which is fully compatible with popular navigation systems.

Better understand the overall situation

Producers can view multiple information sources such as traffic flows, cameras, weather, obstructions, work zones and parking, all on the same TIC system, enabling them to better understand the overall situation.

Easy to use, while saving time and effort

With TIC's intuitive user interface and basic training, producers can quickly start using TIC and work in teams across different stations.

TIC can save operator time and workload with predefined templates, auto-complete data entry, and reminding of next steps, tasks, and activities, and reusing data to avoid data re-entry.

Read timed and scrolled news reports

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-record announcements.

Exchange data

News reports can be published and exchanged with other stations using standard news report formats including IPTC and NewsML (XML).

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 rapid data entry while supporting information accuracy and quality.

More information and contacts

Please visit www.gewi.com.