



Model of Excellence	Dust Network
Company:	Business Model:
Inrix, Inc. Kirkland, WA 98033 www.inrix.com	Mixed Models: OEM Licensing
Business Model	
<p>The Mixed Models: OEM Licensing business model is characterized by data content being licensed for integration into third-party products and devices, including those not primarily designed for content manipulation or delivery.</p>	
Overview	
<p>Inrix, a Microsoft spin-off company, aggregates every piece of objective information it can find on the movement of traffic throughout the United States. Its primary data sources are Department of Transportation sensors located along highways, but it also obtains data on the movement of over 500,000 commercial vehicles with two-way communications capabilities.</p> <p>To further improve its data accuracy, Inrix has developed statistical models that look at historical traffic patterns in specific areas, and even overlay information on events such as local concerts and sporting events that might impact traffic flow on certain roads on specific dates. Indeed, Inrix believes it can accurately predict traffic patterns in a specific area up to a year in advance.</p> <p>The goal of all this massive data aggregation and evaluation is to help drivers know traffic conditions both in real time and on a forward, predictive basis in order to plot alternate routes to get to their destinations as quickly and efficiently as possible. Inrix even offers a capability to plot preferred alternate routes for users.</p> <p>Inrix derives revenue by licensing its content to in-car navigation system suppliers, portable navigation device manufacturers, web portals and automotive OEM's. Provided as an XML feed, Inrix can also deliver its content to portable communications devices and cell phones.</p>	