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**MEDIA CONTACTS:** Noam Maital, Waycare, [Noam@Waycaretech.com](mailto:Noam@Waycaretech.com), (617) 778-7836  
Sue Christiansen, RTC, [christiansens@rtcsvnc.com](mailto:christiansens@rtcsvnc.com), (702) 676-1819

## **RTC, Waycare announce first-ever U.S. partnership to help prevent road crashes, traffic congestion**

*Collaboration use predictive analytics to better allocate first responder resources*

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LAS VEGAS - The Regional Transportation Commission of Southern Nevada (RTC) and Waycare, a predictive analytics platform for smart cities, announced a pilot program that for the first time in the U.S. will help prevent traffic crashes and congestion. Waycare's proprietary technology predicts traffic crashes and related congestion before they occur, helping to prevent them altogether and enabling first responders to better allocate their resources.

The Waycare platform integrates historical data with real-time data, such as traffic light timing, major events, weather conditions, vehicle location, speeds, counts and occupancies. The resulting information helps identify, for the first time, dangerous driving conditions on the road, well before an incident occurs.

Today, cities rely on their own infrastructure - sensors, cameras and other devices - to track and manage traffic systems, primarily in response to incidents. Waycare's predictive analytics enables local first responders and traffic management centers to more efficiently deploy resources to patrol problem areas to calm traffic in hopes of preventing traffic crashes altogether.

“Real-time data is an unutilized asset that, with the introduction of predictive analytics, will enable cities to save lives on the road and optimize traffic management,” said Waycare CEO Noam Maital. “To illustrate that point, we can collect 200 times more data than the data generated by all road sensors in Las Vegas today. Our pilot program in Southern Nevada is yet another testament that it is truly one of the most innovative regions in the U.S.”

The RTC and Waycare are collaborating with Nevada Highway Patrol (NHP) and Nevada Department of Transportation (NDOT) to use Waycare's predictive insights to strategically deploy highway patrol and roadside service units.

The RTC's traffic management center will use the platform to optimize traffic flow through the two designated pilot corridors, U.S. 95 West of I-15 and I-15 South of Charleston Boulevard.

“We are excited to be working with Waycare and our partners at NDOT and NHP to further our ongoing efforts to utilize data to improve our regional traffic management system,” said Tina



Quigley, RTC general manager. “These types of advanced technologies represent the future of transportation, and the future is now in Southern Nevada.”

“The information we get from Waycare will enable us to use our resources, including the Freeway Service Patrol, in a more efficient and strategic manner,” said Rudy Malfabon, NDOT director, which provides the Freeway Service Patrol to improve highway safety by reducing the time required to remove incidents that can disrupt traffic flows and cause traffic congestion.

Dan Langford, director of the Nevada Center for Advanced Mobility (NCAM), added, “Nevada continues to be at the forefront of technology development that improves our transportation systems. As a state, we continue to diversify and broaden our international partnerships. In this case, technology companies like Waycare help build on our existing relationship with Israel that was initiated by the Nevada Governors trade mission in 2013. Solutions to our transportation challenges lie in advanced technologies and global collaboration.”

#### **About Waycare**

Waycare’s predictive analytics platform optimizes city traffic management and is empowering the future of city mobility by combining city data along with real-time in-vehicle information, and deep learning technologies, allowing cities to know their roads like never before. To learn more about how Waycare is changing city mobility, visit [www.Waycaretech.com](http://www.Waycaretech.com).

#### **About the RTC**

The RTC is the transit authority, transportation planning organization and regional traffic management agency for Southern Nevada. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [www.rtcnv.com](http://www.rtcnv.com).

#### **About NDOT**

The Nevada Department of Transportation (NDOT) is a 100-year-old, 1,800-employee state agency responsible for the planning, design, construction and maintenance of 5,400 miles of state highways and 1,100 bridges. The agency is managed by senior department staff and the state Transportation Board, chaired by the governor.

#### **About Nevada Center for Advanced Mobility**

The Nevada Center for Advanced Mobility (CAM) creates advanced mobility opportunities for visitors, residents and industry. Nevada CAM is a hub leveraging challenges at the nexus of mobility and data experienced by our state, regional and local partners. This enables an environment for the development of innovative mobility solutions resulting in new products, services and businesses. Nevada CAM drives activity in the industry, creates economic diversity, an improved travel experience and increased range of transportation options for visitors and residents. For more information visit.

[www.nevadacam.org](http://www.nevadacam.org).



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