

clever-tanken.de (by infoRoad GmbH) delivers fuel price information in Germany

Data Evaluation

Data Processing

Data Delivery

30.000 Fuelprice pilots

✓ Via Website clever-tanken.de (1,7 M. Users/ Month)

✓ Iphone Application

✓ Lizenses (e.g MSN, T-Online, Yahoo!)

✓ Contentcooperations (e.g. Yellowmap, Google)

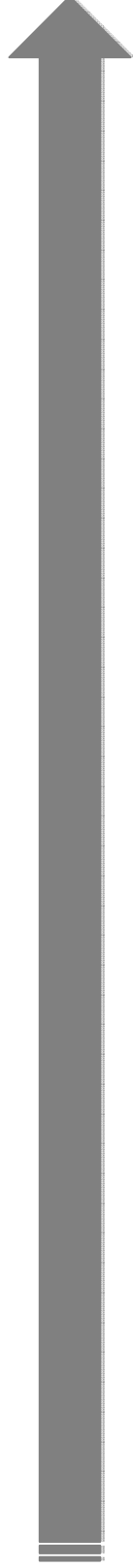
✓ Mobile Dataservices (z.B. Vodafone Live!, Materna SMS Dienst etc.)

✓ Navigation Devices (Medion, POIFINDER, Activepilot, Oenavi)



CT Research Team

Database Team



clever-tanken.de

clever-tanken.de – Stakeholders

Enduser / Driver

- ✓ Reliable Information
- ✓ Low cost or no cost at all
- ✓ Real time
- ✓ No error tolerance
- ✓ Expects service without country boundaries

Advertiser

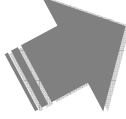
- ✓ Advertising in quality medium
- ✓ Many interested users

Data Client / Licencee

- ✓ No error tolerance
- ✓ Big clients, big expectations
- ✓ European sourcing
- ✓ Standardized products
- ✓ Long lifetime (and preparation cycles)

Fuelstation Owner

- ✓ Face to the customer
- ✓ Sell goods from shop
- ✓ Benefit from good pricing



clever-tanken.de



Issues and open questions to be addressed by clever-tanken.de/ infoRoad in being part of FI-PPP

(1) Use case and scenario

Collecting a huge number of real time information for car drivers. European approach, Processing and Distributing information situation based (LBS, context sensitive), multilingual and to masses

(2) Important functionalities of Future Internet

Context awareness, multilingual data processing and output, european data traffic business model (affordable!), integrating proprietary standards (or overcoming those)

(3) Expect from FI-PPP

More standards, lower technical hurdles to be dealt with, overcome proprietary solutions

(4) Experimentation Environment

Multinational across Europe, International Testing areas, Testing capacities (Real persons)

(5) Potential Role

Track record in R&D allows us to perform in content management as well as in technology, especially input, handling and output of real time data

