

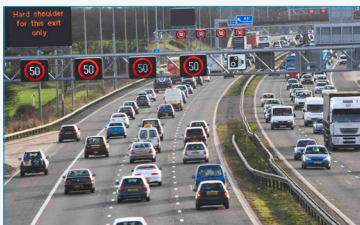


ASFiNAG Connects Roads, Drivers, and Authorities Nationwide

ASFiNAG creates connected roadways to:



Reduce the need for investment through better road utilization



Connect roads, drivers and authorities nationwide



Exceed European Union standards for road transport

With an estimated 50 percent of the world's population currently living in cities and expectations for that figure to grow to 70 percent by 2050, there are more people and cars on the roads than ever before. ASFiNAG, an Austrian corporation that plans, finances, builds, maintains, and collects tolls for the Austrian autobahn, had a vision to become an innovative roadway operator.

Through the connection of thousands of cameras and sensors, ASFiNAG wanted to gather data on roads, traffic, and weather conditions and communicate that to drivers. The company crafted a visionary plan to build a fiber-optic network along the highways to connect technical equipment on the roads. To make this vision a reality, ASFiNAG turned to Cisco and partner, A1 Telekom

Austria, to connect thousands of sensors, ruggedized switches, and routers. It also deployed a Cisco® IP Interoperability and Collaboration System for centralized and fast communication to any device or system.

ASFiNAG is now improving road utilization with enhanced traffic management systems. This allows it to connect with all communication systems and to get drivers the information they need. ASFiNAG is also looking at more ways to use data analytics and technology, such as Cisco Connected Mobile Experiences (CMX), to learn more about its customers. With Cisco and the Internet of Everything (IoE), ASFiNAG will continue to turn its digital vision into reality and become one of the world's most innovation roadway operators.

"By connecting roads and drivers, we can get people the information they need for a smoother and safer drive."

Bernd Datler
Managing Director, Tolling Company, ASFiNAG