



TECHNOLOGY FOR VIEWING TRAFFIC CAMERA IMAGES ON CELL PHONES LAUNCHED BY IDEIAS INTERACTIVAS SA

([PRWEB](#)) March 6, 2001 -- Ideias Interactivas SA (<http://www.iilab.com>) has developed a specific technology called FluidTraffic, which enables users to view images from traffic cameras on WAP, GPRS or UMTS cellular phones in real time, 24 hours per day. The system allows users to consult real or synthetic images that show traffic flow, predict commuter duration time and advise motorists as to which lanes to use at problematic locations. The system also enables the user to create a profile which displays programmed alerts and selected information when requested.

Motorists en route into Manhattan from Queens may for example verify which artery, the Midtown Tunnel or the Queensboro/59th Street Bridge, is the best option for entry into the city. Furthermore, by connecting FluidTraffic to the FluidMapS system (software also developed by Ideias Interactivas SA) users may access and view maps in real time on a mobile phone complete with alternative routes.

Ideias Interactivas SA was founded in June 2000. The FluidTraffic system is presently being commercialized in Portugal, Spain, France and Holland. FluidMaps served as basis for the Netc Map Channel available on the Web (<http://mapas.netc.pt>), through WAP (<http://mapas.netc.pt/wap/>) and in PocketPC version (<http://mapas.netc.pt/pda/>).



Contact Information

Maria Palma

Ideias Interactivas, SA

Online Web 2.0 Version

You can read the online version of this press release [here](#).