

## Traffic Responsive Driving Direction Can Be Your Immediate Answer to High Fuel Cost And Traffic Congestion Problems

*Los Angeles, CA (12/21/2004): - Traftools through [www.routeinform.com](http://www.routeinform.com) releases Traffic Responsive Driving Directions plus Real-Time Traffic Maps to serve all nine counties of the San Francisco Bay Area.*

Los Angeles, CA ([PRWEB](#)) December 23, 2004 -- Traffic responsive driving direction differs from normal driving direction in three respects:

- It takes real-time traffic data, roadway network, accident/incident and major events adversely affecting traffic conditions at that particular moment (5-15 minutes range) into consideration. Therefore, it computes the shortest time paths that avoid all major congestion spots for your driving directions.
- In the process of finding the shortest time path, it optimizes travel time on all routes and therefore rarely assigns the drivers onto basically the same path, differing only in the areas surrounding their start and endpoints. (This tends to create high density traffic on many sections or freeways that connect major areas.) It always searches for new shortest time path. This process is done throughout the urban area, thereby helping to alleviate congestion.
- Since it takes real-time traffic data to simulate traffic conditions to provide real-time driving directions, it provides drivers with reliable estimate of travel time.

As most Californians spend more time sitting in traffic than ever before and gas prices reach all-time highs, Traffic Responsive Driving Directions save time and Fuel while helping to alleviate increasing traffic congestion and subsequently reducing fuel consumption and air pollution for all vehicles.

Presently, [www.routeinform.com](http://www.routeinform.com) provides three services for the Greater San Diego and the San Francisco Bay Areas: RouteInform™, AlternaRoute™ and Real-Time Traffic Maps.

RouteInform™-responsive driving directions guarantee the most up-to-date shortest time path to destinations that avoid all major congestion spots or further congesting any one particular freeway or roadway.

AlternaRoute™-alternate traffic responsive driving directions for typical daily trips send to drivers' mobile device with Internet access or SMS-enabled automatically without having to request for the same driving directions everyday. If there are accidents, incidents or other events affecting traffic on the typical travel route, AlternaRoute™ will automatically compare travel times and find you a proper travel route (shortest time path).

Real-Time Traffic Maps ™ a set of GIS (Geographical Information Systems) based maps with real-time traffic information completely update every 5-15 minutes. The information is available on all major roadways - not just freeways, and is constantly verified against real-time traffic sensor data, law enforcement reports, and other available sources.

You can use the services by visiting [www.routeinform.com](http://www.routeinform.com) and "Sign Up" for free service. The password will be sent to your e-mail address; use it to "Sign In". Check other features such as multi-routes for multi-destinations driving directions; view and update the last direction to always receive updated information on the run. In the "User Profile", you can modify your password; check number of uses and other useful account

information. Customer support is real-time at 1-877-548-5803. Privacy policy restricts all uses of your e-mail and other personal information.

About Traftools Â© Traftools through [www.routeinform.com](http://www.routeinform.com) provide real-time digital traffic information and traffic responsive driving directions in major urban areas in the US. Traftools Traffic Information Engine (TIE)Â© is capable of predicting real-time traffic information on all major roadways in urban area and shortest time path driving direction. For more information, please visit [www.trafftools.com](http://www.trafftools.com) and [www.roueinform.com](http://www.roueinform.com).

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