

**PRESS RELEASE \* PRESS RELEASE \* PRESS RELEASE**



## **NetFM develop more effective solution to road congestion using mapping data software.**

**Budding software entrepreneurs NetFM have developed a new application service based on Ordnance Survey mapping data, aimed at improving corporate ride sharing programs.**

LONDON - NetFM Ltd, a provider of collaboration software today announced version 2.3 of TrafficMEDIATOR, its targeted solution for Car Sharing programs. TrafficMEDIATOR provides a comprehensive set of location based real-time services accessible via a web interface or mobile phone, enabling employees to organize matching journeys in real time.

Already in use at Vodafone UK, part of the world's largest mobile community, where there are over 700 regular car sharers, TrafficMEDIATOR has created major savings in car usage and relieved congestion for local roads and parking. Every month Vodafone car sharers cover over 10,000 miles saving the environment over 3 tonnes in CO2 and freeing up over 100 car parking spaces at the busy Newbury site.

"The number of staff using the car share program has mushroomed over the past months with the aid of the TrafficMEDIATOR system" said Chris Hopkins Vodafone Travel Co-Ordinator "Car sharing programs play an important role in our travel plan to ease congestion and parking in Newbury."

TrafficMEDIATOR Software provides employers with a clear and easily accessible environment from which to organize car share and workplace travel plan programs, helping to meet green transport plans, and reduce traffic congestion and on-site parking strains. Utilising interactive Ordnance Survey maps helps users to accurately identify and plan ride sharing in their area, making their journeys easier and more effective.

"For many years our data has added value to the everyday lives of millions of people, the additional benefits to the environment of this new application is very exciting" said Andy Watson, Ordnance Survey's Commercial Relationship Manager "We believe that contributions to the environment will continue to grow as more and more organisations find value in such imaginative uses of our information."

TrafficMEDIATOR provides both mobile phone and PC users access to a dynamic database that matches potential car sharers by cross-referencing locations and profiles: Netfm's core mediation server allows users to personalise the service to their individual preferences so only compatible matches are made with commuters who share the same 'profiles'. Employees can offer or request

a car share journey by text message or over the web and receive an almost instant match with another commuting employee. Each employee can 'log' commutes in advance within a secure personal account which records journey details.

For more information on this press release contact NetFM 01344 769068 or email [info@netfm.org](mailto:info@netfm.org)

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