




# AIRSAGE

## Location Intelligence from Cellular Signaling Data Powering Transportation Planning



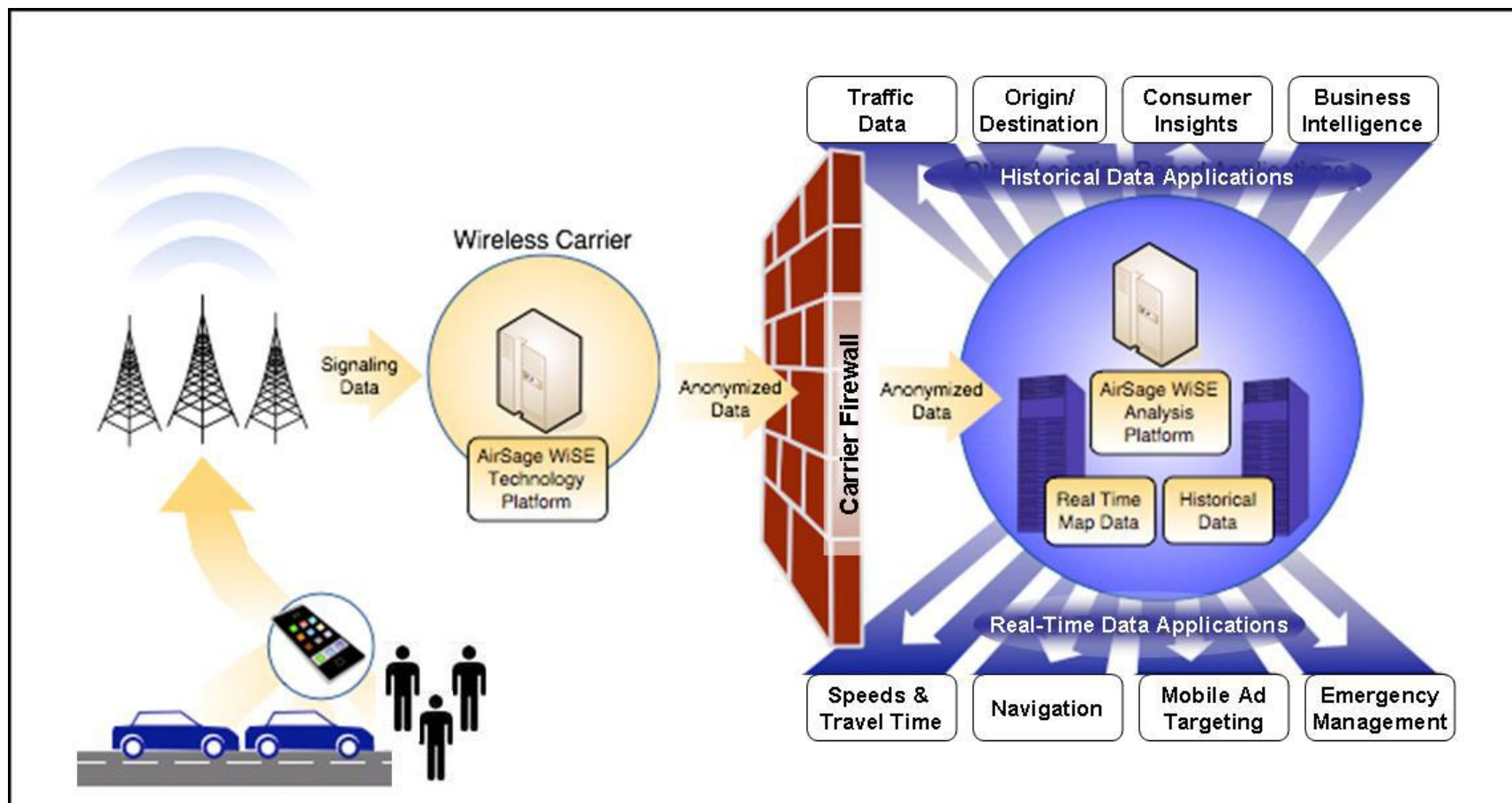
Cy Smith, CEO & Founder  
678-467-4359  
[csmith@airsage.com](mailto:csmith@airsage.com)

Bill King, P.E., Government Sales  
770-329-0863  
[bking@airsage.com](mailto:bking@airsage.com)

# AirSage Can Help

With **unique, exclusive** access to carrier data,  
AirSage has the ability to provide **the broadest  
reach of historical and real-time traffic patterns  
and anonymous locations of people** in the US.

# AirSage Technology



# Raleigh, NC

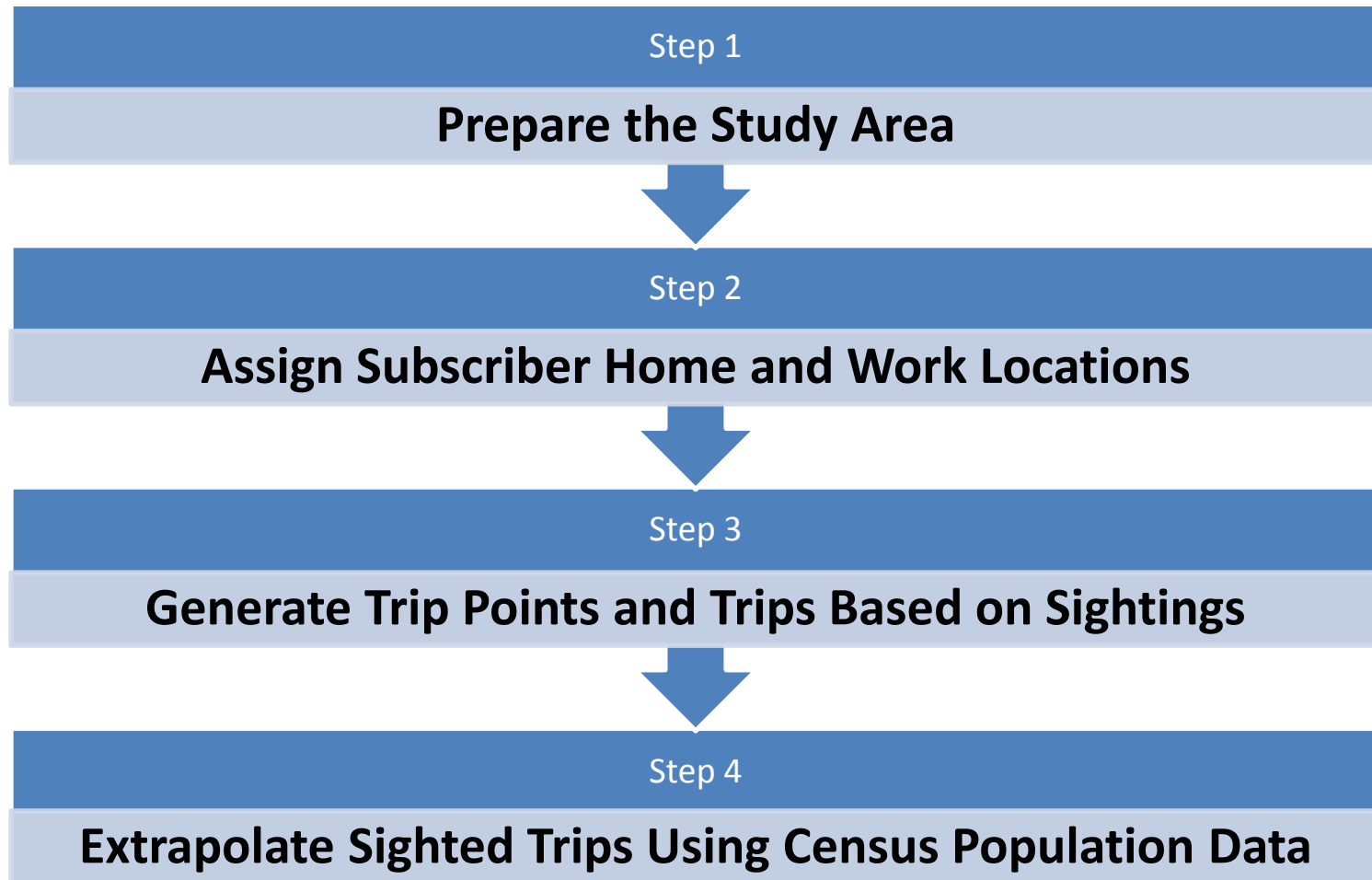
## Origination – Destination Study

**2 months of carrier data from Sept - Oct 2010**

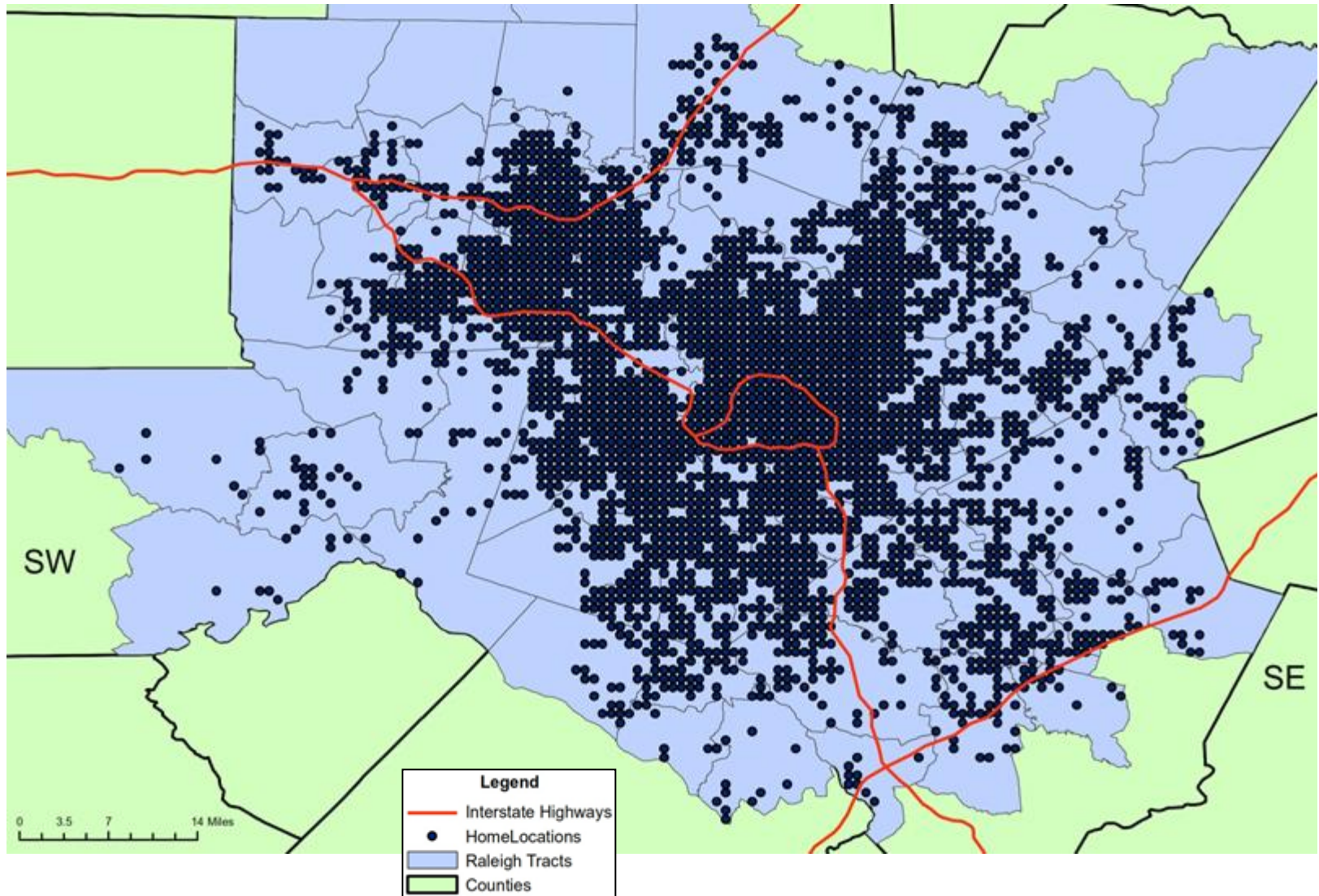
- 18 weekend days
- 43 weekdays
- 637,273 unique mobiles
- 4,370,742,926 sightings

# AirSage OD Methodology

There are 4 major steps in creating trips between OD pairs:

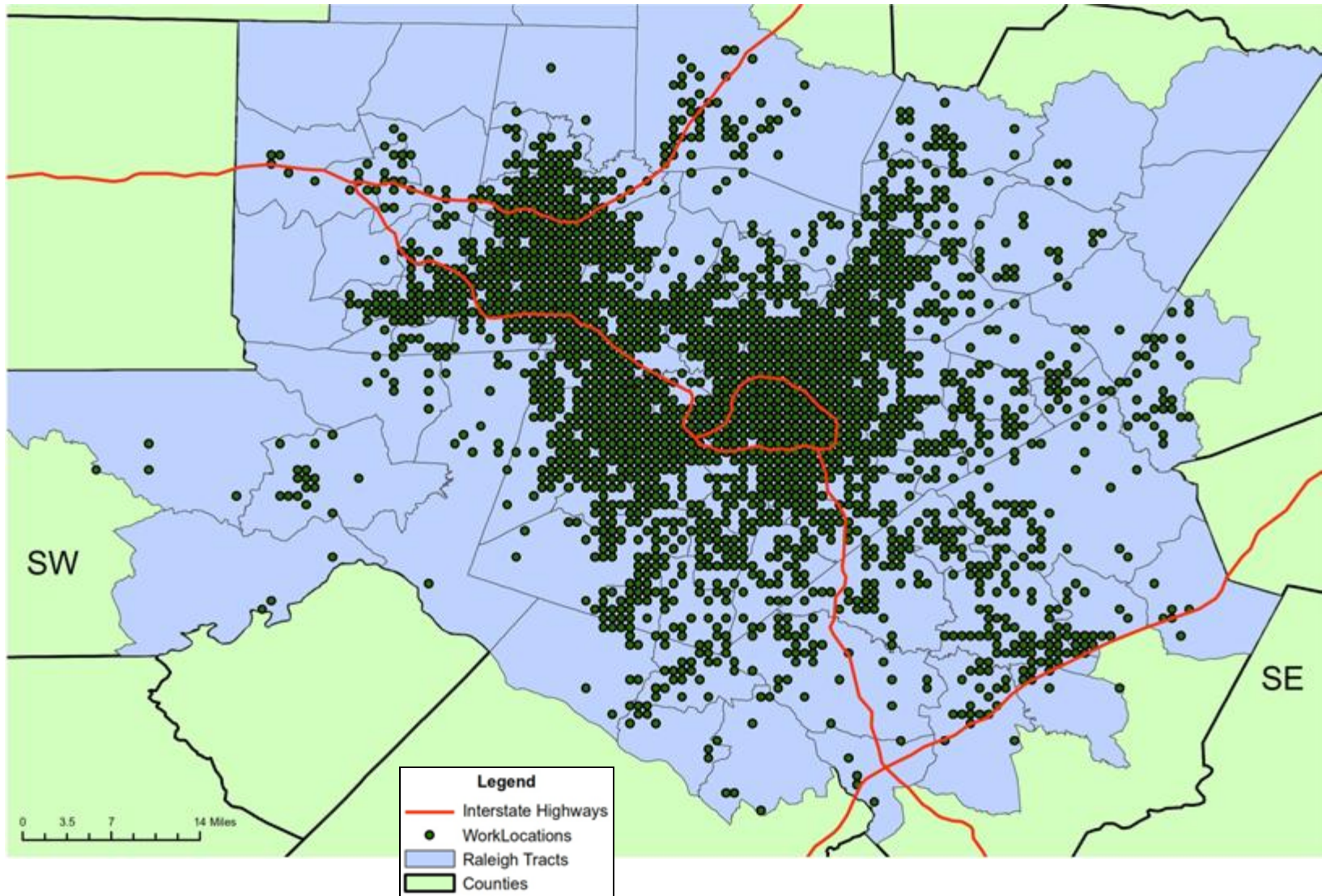


# Home Locations



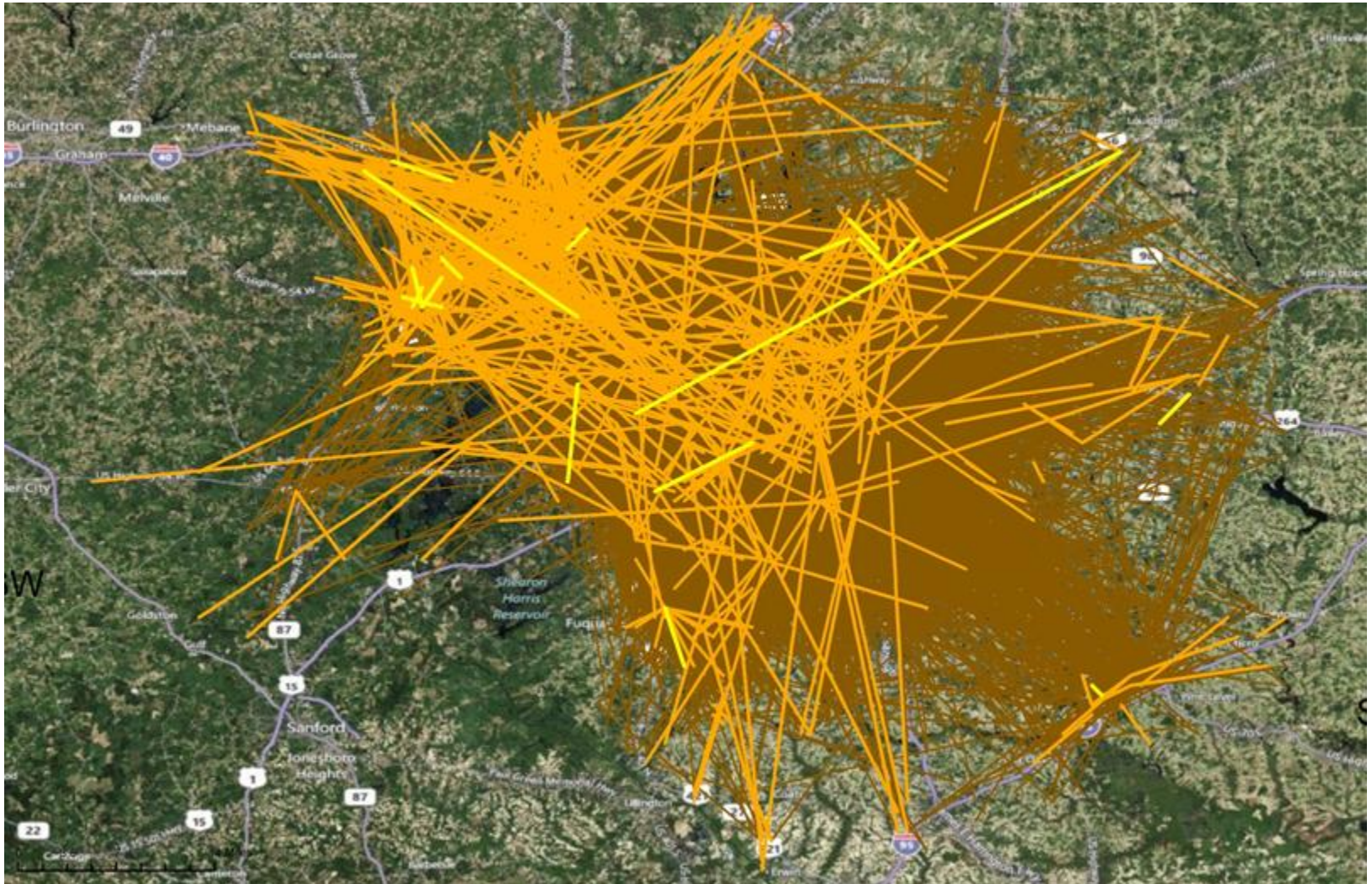


# Work Locations



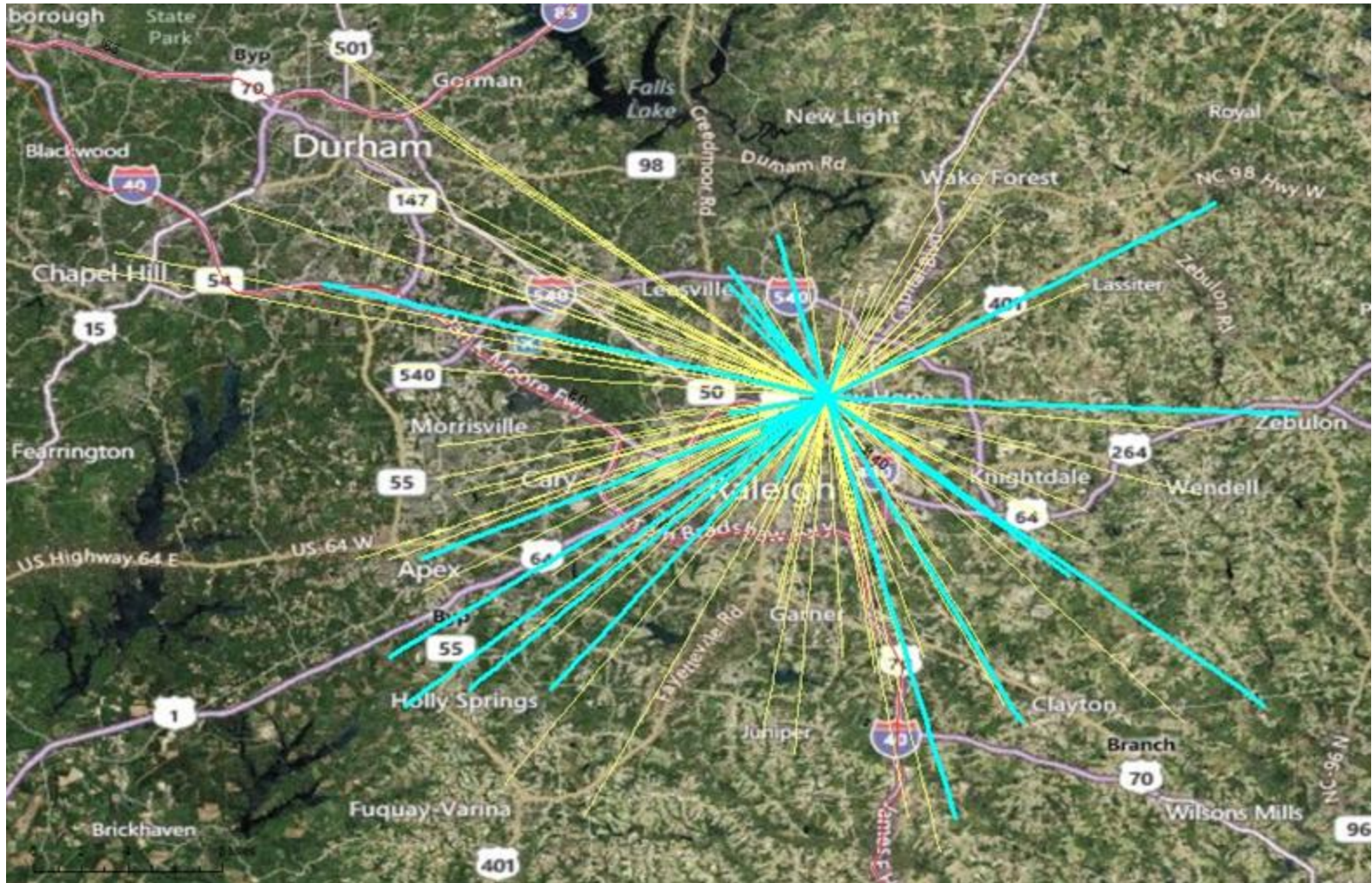


# Home – Work Trips



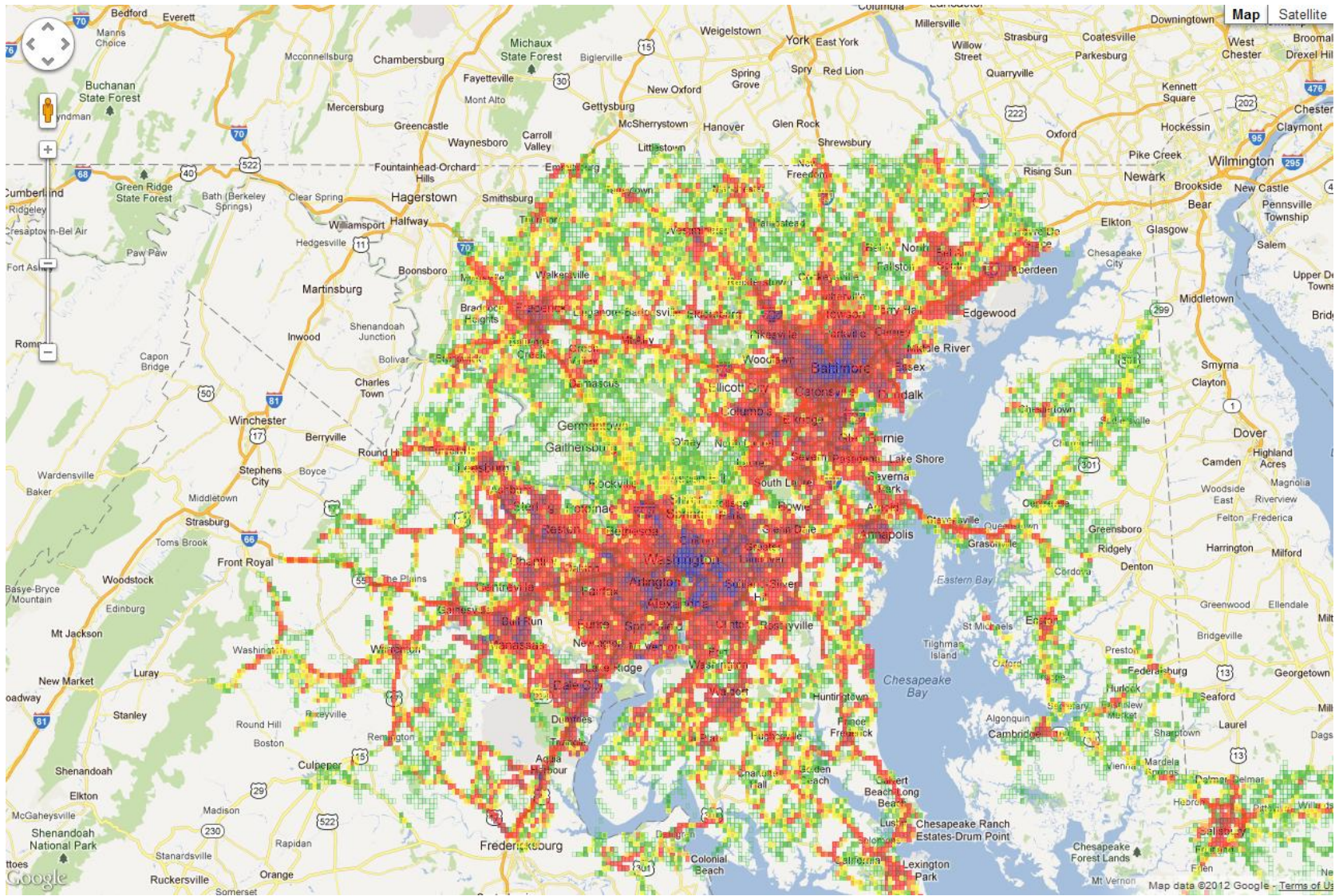


# Trips to a Walmart from Home Locations





# AirSage Anytime Population

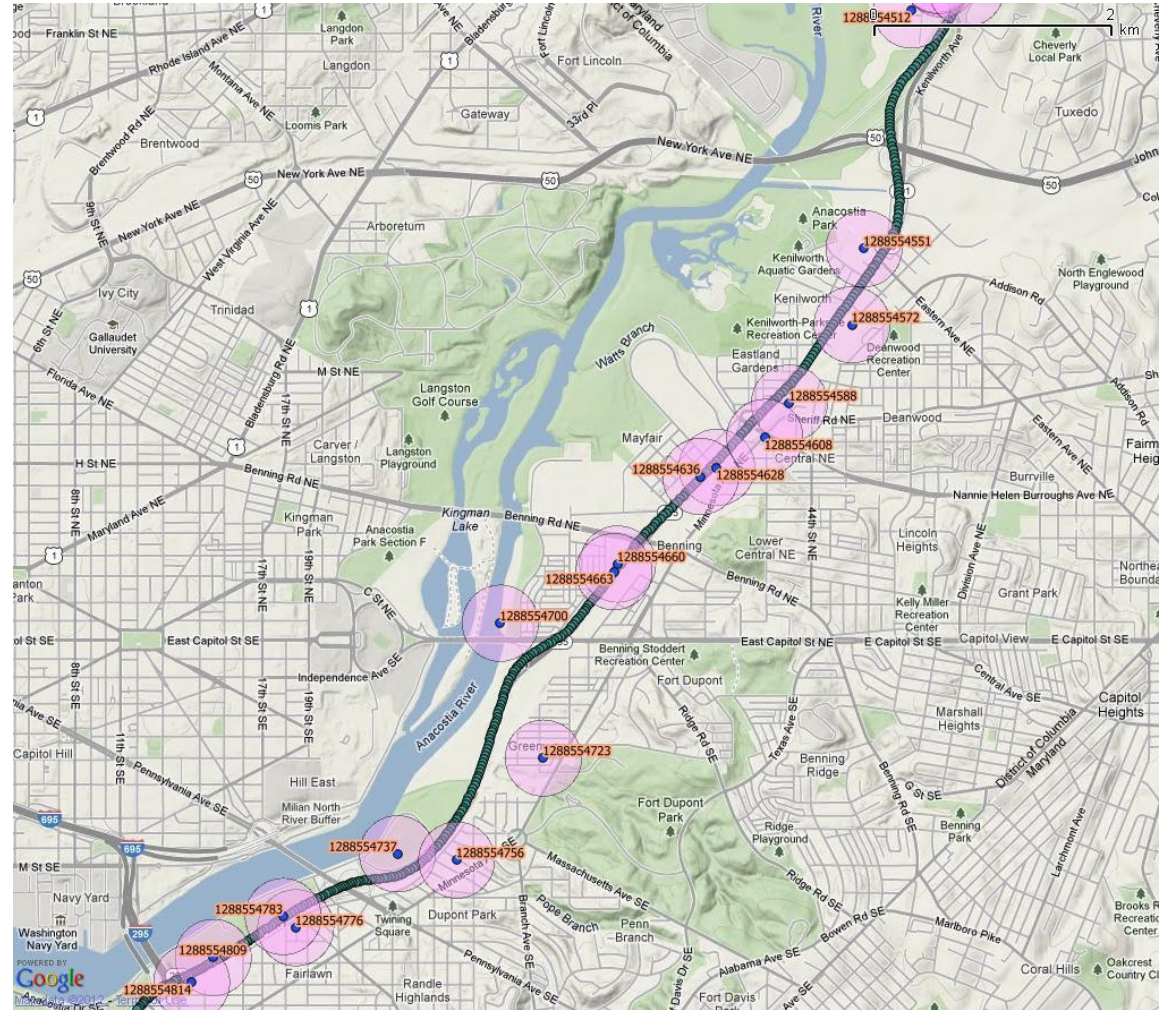




# AirSage FastCache

**Real-time location service** allowing for efficient and immediate network locations

- Instant last known location for one to many devices
- Network based and device independent
- Device location updates on every network event
- Multiple location update ability (daily, hourly...)



# We're Here for You

AirSage's ability to provide location-intelligent data offers unlimited possibilities...

**What will you do with it?**