





























A black magnifying glass with a thick handle and a circular lens. The lens is divided into two curved sections, one light gray and one medium gray. The word "Observe" is written in a black, serif font across the center of the lens.

Observe



**PREDICTIVE  
SYSTEM**



<https://openclipart.org>

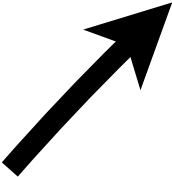


**MAKE  
PREDICTION!**



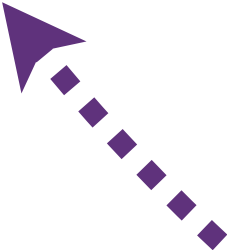


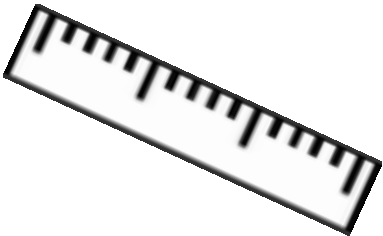












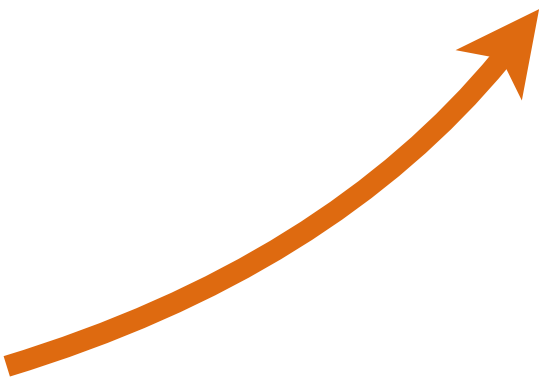






*“Empire” graphic from PredictionX—spreads to Drive Lichtenstein*







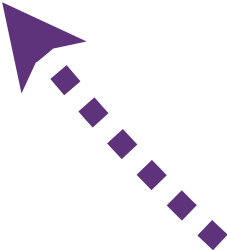














“Most companies who do

FORBES.

live traffic compare their

to long term.”



algorithms and data

end up with the best

have access to the best

that the companies who

usage data... are likely to

The likely result of this is

predictions in the medium

time into their



predictions against actual

ForbesTech, July 2013





Work (160 Concord Ave)

Boston Logan International Airport

Add destination

Leave now

OPTIONS

Send directions to your phone

**via I-90 E** **17 min**  
Fastest route now due to traffic conditions  
8.9 miles  
**This route has tolls.**

DETAILS

**via Storrow Dr** **29 min**  
Lighter traffic than usual  
11.1 miles

**via I-93 S** **32 min**  
Lighter traffic than usual  
10.9 miles

