



Dear Colleagues,

**Ludoi** ([www.ludoi.com](http://www.ludoi.com)) are one of MITA Innovation Hub startups chosen as part of the StartApp2.0 call. They are developing an app called **TrafficSource** ([www.trafficsource.eu](http://www.trafficsource.eu)). Its main objective is to ease problems related to traffic in Malta.

TrafficSource aids drivers in planning their journey by providing real-time information on the level of traffic congestion and air pollution on the Maltese roads. The real-time traffic information is crowd-sourced from the users with no intervention or manual reporting required.

While driving, the app reads just the user's GPS coordinates and based on these, it calculates the average speed. The system groups the speed from the different drivers and computes an average speed for each street section. This info is sent back to all the users running the app, and is visualised on the map on your smartphone using a red-amber-green system, where green is easy flowing traffic and red is complete standstill. .

The app is currently in BETA and the startup **needs your help** to:

- 1 Test the application and report any problems encountered
- 2 Keep the application running while driving in order to gather data

The application is available for both [Android](#) and [iOS](#). Just type **TrafficSource** in your Store. The app requires access to the GPS (through permissions) and a mobile data connection to transfer data and get the latest average speeds. While driving, you can leave the screen turned off as the system can still calculate the speeds and receiving data.

Any feedback and recommendations can be provided [here](#) or can send an email to [info@ludoi.com](mailto:info@ludoi.com)

Many thanks for the help.



The startup's managing director is Kenneth Bugeja. Their websites are [www.trafficsource.eu](http://www.trafficsource.eu) and [www.trafficsource.eu](http://www.trafficsource.eu)