

# Multimodal Transportation & Artificial Intelligence



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## About Us

We are an experienced, award winning team with years of experience using artificial intelligence to solve some of the world's hardest problems.

## An Award Winning Team

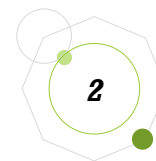


Over 20 years of experience building artificial intelligence systems.

Multiple Fortune 500 Awards in innovation and artificial intelligence from Intel, Amazon, Ford, AT&T, Ericsson and Samsung among others.

Numerous patents that were granted, and subsequently licensed and sold to Microsoft as well most major institutions.

Experience using artificial intelligence solving hard problems in numerous industries from Social Media, Marketing, Health, Mobility and over 12 years serving the hedge fund industry.



# The Situation



With the advent of ride-sharing and Uber-like technologies, now there are multiple ways for people to get transportation to and from places.

The situation is that it is still not efficient. Just because you can call a ride-share, or take a bus or taxi, sometimes you need to connect them.

For example, instead of a \$50 Uber ride to work, you could take a \$5 Uber to the subway station and save money, fuel and the environment.





# The Task



Ford Motor Company wanted a way to connect completely different modes of transportation.

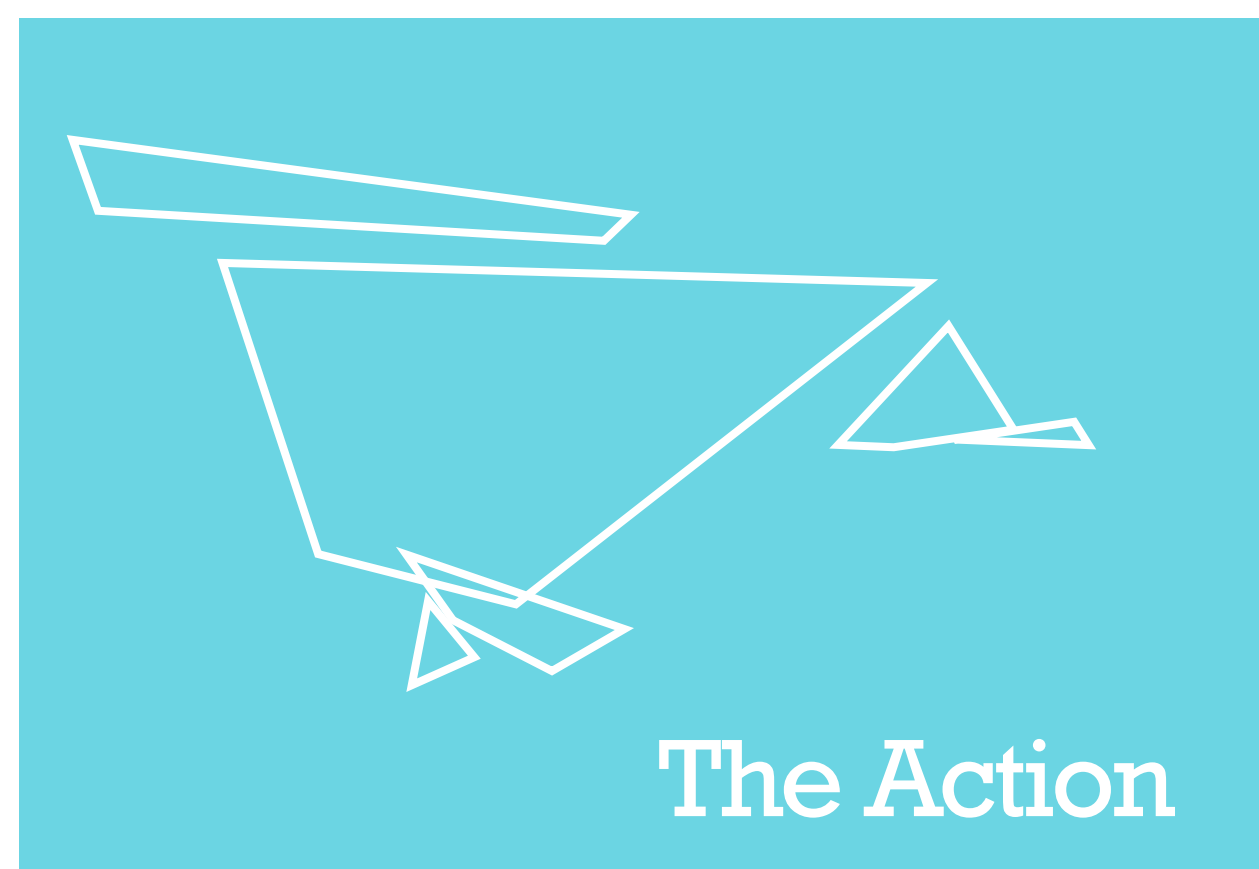
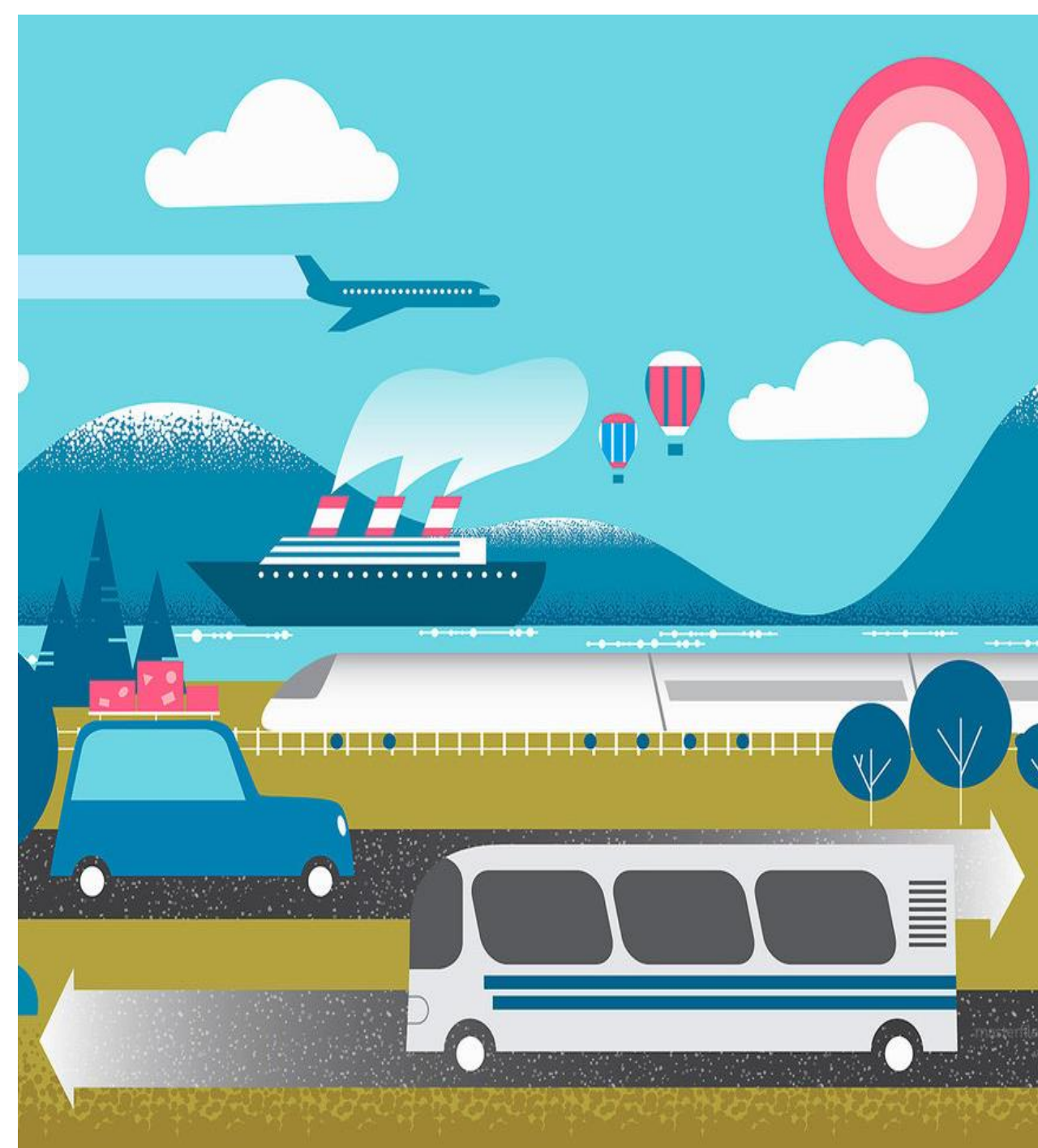


They requested a way to help users plan routes using any sort of transportation.



That includes the traditional ride-sharing, taxis, busses and subways... but they wanted to go farther.

The wanted to include everything from electric-bike rentals to rickshaws!



# The Action

We created an artificial intelligence to combine multiple modes of transportation in a data-framework. This allowed the artificial intelligence to understand the different types of transportation, and more importantly how they would fit into a travel-planning goal.



# The Result

The final technology allowed anyone to choose a starting point, and a destination.

The artificial intelligence would then find multiple ways for you to get there.

You could specify your preference such as “sight-seeing”, “lowest cost”, or simply the “fastest.”

The artificial intelligence then solved the classically-hard problem of “the traveling salesman problem” using multiple modes to find you the best route.

This solution won awards from Ford Motor Company for innovation.





# Summary

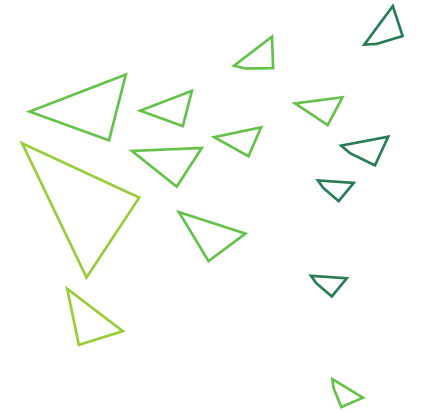
Information is Empowering

- Once artificial intelligence is empowered with information... it can empower us.
- With good information, AI can help save money, save time, and create more enjoyable trips.
- Information flow, and the knowledge and wisdom that comes from it, can save fuel, and the environment at the same time.



## The Next Step

Contact us to discuss how this level of artificial intelligence can solve your business challenges.



Contact one of our  
Solutions Specialists:

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