

AUTOMOTIVE

Audi innovates the road, incorporating in-dashboard traffic light information

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Audi's traffic light information

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German automaker Audi is taking another step forward in bringing technology to drivers, with an upcoming launch that integrates vehicles with surrounding infrastructure.

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Coming this month, Audi will launch a program that will keep drivers informed about traffic lights and infrastructure on their route. The traffic light monitor, a part of the Audi connect system, will first roll out in Las Vegas for certain Audi vehicles made after June 2016.

"The launch of this technology is another in a long list of firsts for Audi that have positioned us as the industry leader in connectivity solutions," said Scott Keogh, president of [Audi of America](#). "V2I applications and services like Traffic Light Information are essential components as we continue to move toward an autonomous future.

"We applaud the innovative approach of Las Vegas in working with us on V2I as well as on our various piloted driving demonstrations over the past years," he said.

Innovative driving experiences

An [Audi](#) executive announced last month at ad:tech New York 2016 that the vehicle manufacturer was experimenting with more connected capabilities that help inform drivers of happenings with the infrastructure of the path they are driving on. A major way this can be accomplished is by partnerships with Google Earth or local retailers.

The idea of "creepy" versus helpful is a major thought point with Audi when designing these technological capabilities. So instead of frightening consumers with how much information their vehicles can retrieve about them, Audi is focused on providing helpful experiences that use the information in ways that are most beneficial to drivers ([see more](#)).

That testing is finally seeing fruition with Audi connect updating to include traffic light information. Drivers pulling up to stop lights will now know how long until the light turns green.

Hoping to further convenience and ease anxiety for drivers, Audi's new Traffic Light Information will be available in select 2017 Audi A4, Q7 and all road models. The countdown until green appears in the driver instrument cluster

and the heads-up display for those with equipped vehicles.



Audi in Las Vegas

Audi's Time to Green feature will be the first in its Traffic Light Information program. The hope is that in the future Audi will be able to integrate the information into its navigation systems to better route directions and start/stop features as well as a possible innovative speed recommendation feature.

The feature will recommend the speed the driver should keep to hit the most number of green lights, reducing on-the-road time and maximizing convenience.



images courtesy of Audi

Traffic Light Information is available to those with an Audi connect Prime subscription. Audi partnered with Traffic Technology Services to incorporate the information into its vehicles.

Spreading automotive innovation

The German automaker is hoping the technology will spread to other vehicle manufacturers and cities in general to provide better traffic solutions and reduce congestion.

Automakers are banding together to create innovative solutions for vehicles and infrastructure for a more sophisticated auto industry.

The most recent sees luxury automakers BMW, Audi and Porsche working together to establish electric vehicles as a more conventional means of travel by building a high-powered charging network in Europe.

Within 2017, building should be underway for a massive electric vehicle-charging network that will give drivers of the ecofriendly vehicles easier means to travel long distance through Europe. BMW Group, Daimler AG, Ford Motor Company, Volkswagen Group, Audi and Porsche have all signed a memorandum of understanding to begin planning for the new system ([see more](#)).

"The Regional Transportation Commission of Southern Nevada (RTC) is proud to be the first in the nation to connect our traffic signal network to vehicles through our collaboration with Audi," said Tina Quigley, General Manager at RTC. "This vehicle-to-infrastructure technology will help reduce congestion and enhance mobility on our already crowded roadways.

"Beyond the glitz and glamour of the Las Vegas Strip, Southern Nevada continues to lead the way in transportation

technology, creating smart cities and communities for our residents and visitors," she said.

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