

## FOR IMMEDIATE RELEASE – TRAFFIX™ 10 Powered by VISUM®

Dowling Associates and PTV America are very pleased and excited to announce the upcoming release of TRAFFIX 10.0, powered by VISUM. The TRAFFIX 10.0 release is a significant milestone, reinventing and solidifying the future evolution of TRAFFIX software and marking the culmination of significant collaboration between Dowling and PTV. It is still TRAFFIX, the traffic impact analysis software, but now operating within a more powerful transportation analysis software environment. It enables you to perform the traffic impact analyses you are accustomed to with many new features and capabilities.

### WHAT'S SO GREAT ABOUT TRAFFIX 10.0?

- Incredible new graphical display and editing capabilities. The GIS data import, display, and network plotting capabilities that VISUM demand modelers have long been accustomed to are now available to TRAFFIX users.
- Efficient new report writing interfaces. TRAFFIX plots, TRAFFIX tables, and TRAFFIX results can be directly output or cut and pasted from the screen into Excel spreadsheets and Word documents as well as Open Office documents and spreadsheets. All reports include live-link capability with Excel that are updated in real-time based on user input.
- New Greenhouse Gas Analysis capability. TRAFFIX 10.0 will enable users to evaluate the impacts of improved signal timing, mixed use developments and other geometric and land use design options for reducing the carbon footprint of new developments. TRAFFIX incorporates, by default, the latest emission rates from the California Air Resources Board; however, users can also import their own emission rates.
- Five, Six, Seven, and Eight Legged Intersections. Most TRAFFIX users are well aware of the 4-leg intersection limitation. TRAFFIX 10.0 frees TRAFFIX users from this constraint, enabling users to analyze level of service for intersections with up to 8 approach legs.
- Access to many demand modeling functions. TRAFFIX 10.0 users will be able to access many useful demand modeling functions within the VISUM engine. Two big examples include the ability to perform OD estimation from turning movement counts and automatic path finding assignments.

TRAFFIX 10.0 Powered by VISUM will be released in September 2009. Special pricing for existing TRAFFIX users is available for a limited time.

For more information or to order contact:

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