



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Contact: Phil Silver  
(914) 960-9260  
psilver@logictree.com**

## **LogicTree's Wisconsin 511 IVR Delivers During Winter Storm**

**Bowie, MD** – During the massive blizzard which blanketed the Midwest in late December during the holidays, thousands of travelers sought up-to-the-minute information about road conditions by dialing Wisconsin's 511 Traveler Information Interactive Voice Response System (IVR).

During this extreme weather emergency, the fully-automated 511 Traveler Information IVR, designed, developed and hosted by LogicTree Corporation for the Wisconsin DOT, experienced a 20x increase in the daily call volume as travelers sought up-to-the-minute information about road conditions.

The result: LogicTree's bursting platform handled 100% of the spike in call volume with no interruption to service and without busy signals for the callers. While other state systems were overwhelmed by the storm, Wisconsin residents received the Traveler Information when they needed it most.

"Travelers in Wisconsin are used to snow, but they depend upon real-time information regarding road conditions to determine whether it is safe to drive. The 511 system gives them that reliable resource to make educated decisions," states Chris Quesnell, 511 Project Manager, Wisconsin Department of Transportation.

In January 2010, the Wisconsin 511 expanded to include My 511wi, a personalization feature, which allows travelers to receive real-time alerts via SMS/text messages about winter road conditions, construction lane closures, and traffic incidents that impact their personal routes of travel. “This push of information to registered users has allowed Wisconsin DOT to service even more 511 customers during major weather events by proactively sending information about road-weather conditions” according to Rick Stuntz, CEO of LogicTree Corporation.

The Wisconsin 511 system was named 2009 Wisconsin ITS Project of the Year by ITS Wisconsin.

#### **About LogicTree Corporation**

LogicTree provides innovative IVR solutions for the Transit and 511 markets. Our solutions focus on connecting agencies to their customers, making access to transit and traffic information easy and intuitive. Since 2001 LogicTree has led the market with innovative, proven solutions, deploying the world’s first speech-enabled transit trip planning IVR, the first Personalized 511, and the first Spanish 511 systems, all using proven speech recognition technology and LogicTree’s patented VoxLinx™ telephony platform. This history of innovation continues as our products and services evolve to meet the customer service requirements of transit agencies, DOT’s and the traveling public.

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