

Best Time to Cross the Border

A dynamic platform for Wait time estimation, Delay impact on Economy, Environment and Commuters

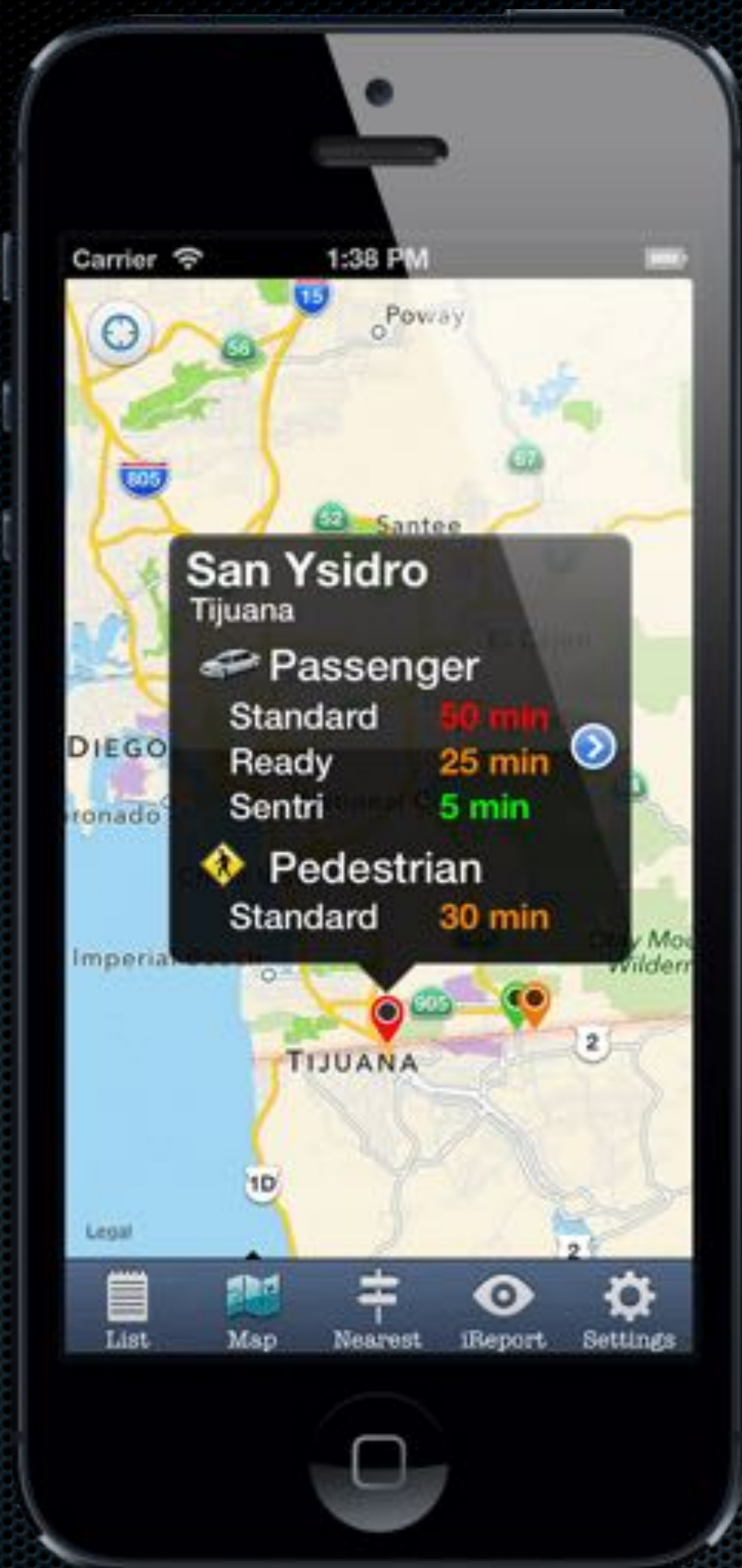
**Top 25 in
Latin
America &
Canada**



**New &
Noteworthy in
the iTunes
Store**



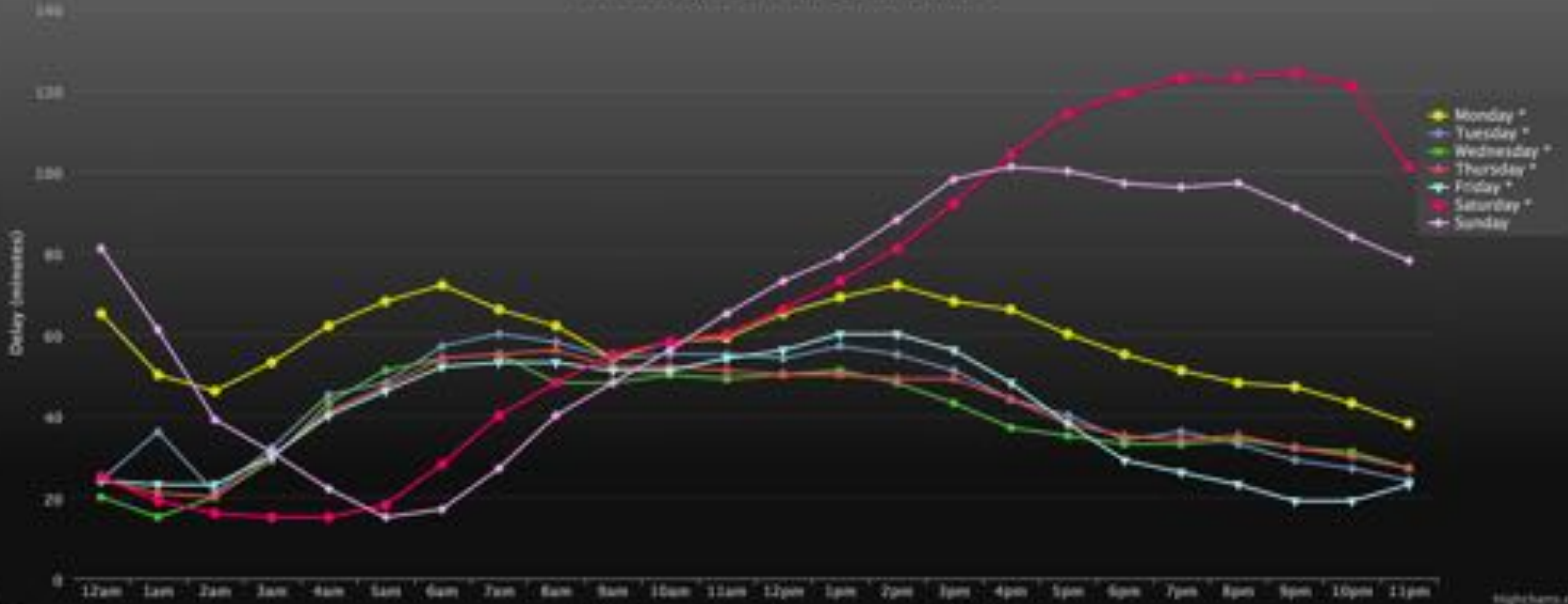




Stats

- **300,000 users**
- **User Reported Wait times**
- **Provides historical wait time trends**

San Ysidro (Tijuana) - Average Wait Times



AT&T 4G 9:03 AM 87%

< San Ysidro Recent iReports km

Weighted Average: 13 min

	Time	Distance	Wait
	08:50 AM	0.19 miles	14 min
	08:57 AM	0.07 miles	27 min
	08:44 AM	0.28 miles	9 min
	08:41 AM	0.22 miles	11 min
	08:35 AM	0.30 miles	18 min
	08:05 AM	2.68 miles	10 min
	08:03 AM	2.03 miles	32 min
	08:02 AM	1.98 miles	13 min
	07:57 AM	0.74 miles	6 min

Favorites Map iReport Ports Settings

AT&T 9:08 AM 89%

< San Ysidro Recent iReports km

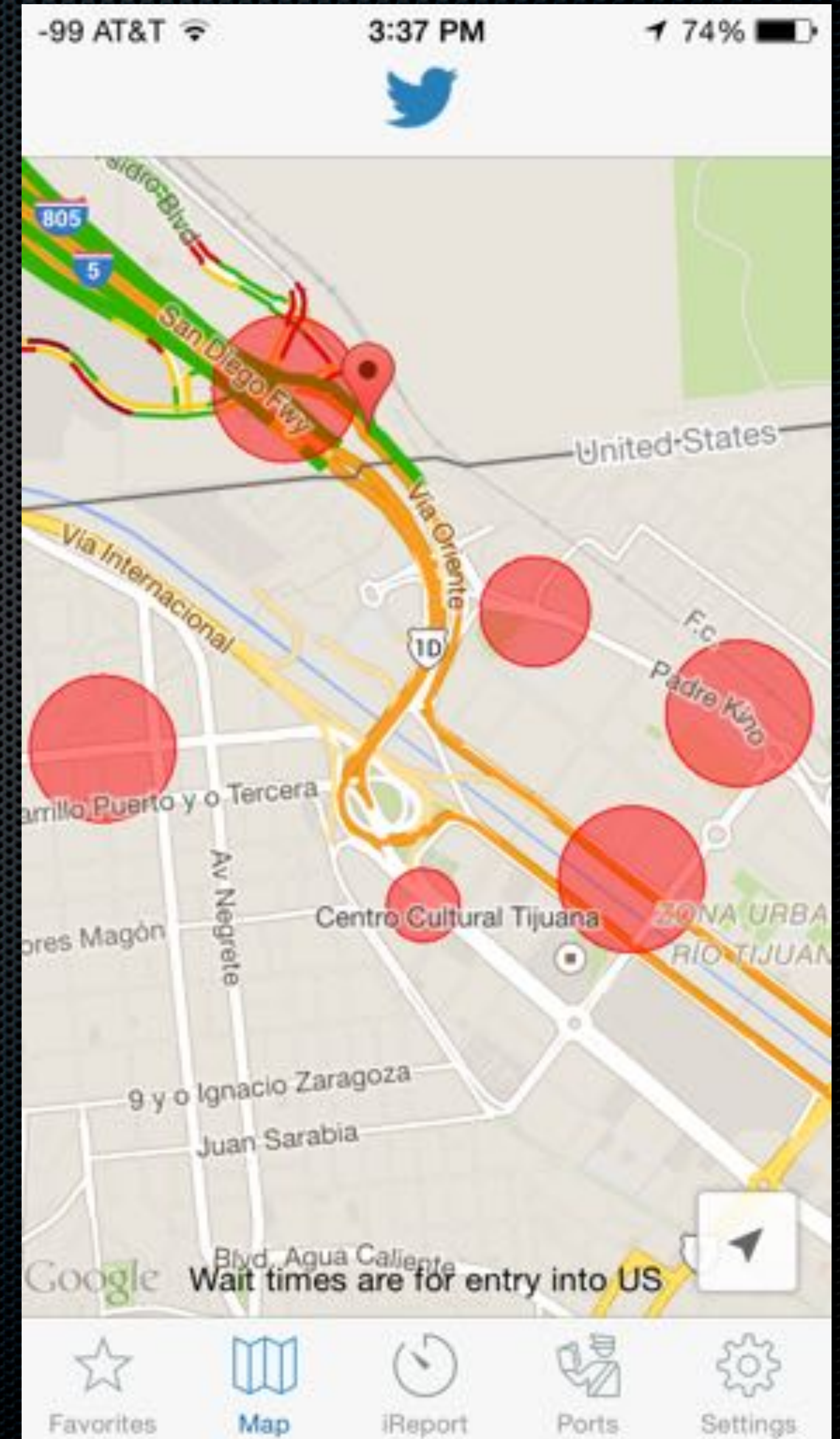
Weighted Average: 13 min

	Time	Distance	Wait
	08:55 AM	0.42 miles	8 min
	08:27 AM	0.13 miles	0 min
	08:27 AM	0.01 miles	12 min
	08:04 AM	0.04 miles	46 min
	08:03 AM	0.06 miles	34 min
	07:56 AM	0.11 miles	25 min

Key

- Automated GPS iReports
- User submitted iReports

List Map iReport Nearest Settings



Favorites 6:26

- San Ysidro
Standard
- San Ysidro
Ready
- Santa Teresa
Standard
- Teesto

< Back 2:22

San Ysidro

 Standard Passenger

CBP:	iReport:
50 min	N/A

< Back 2:20

Otay Mesa

 Standard Commercial

CBP:	iReport:
30 min	N/A

< Back 6:27

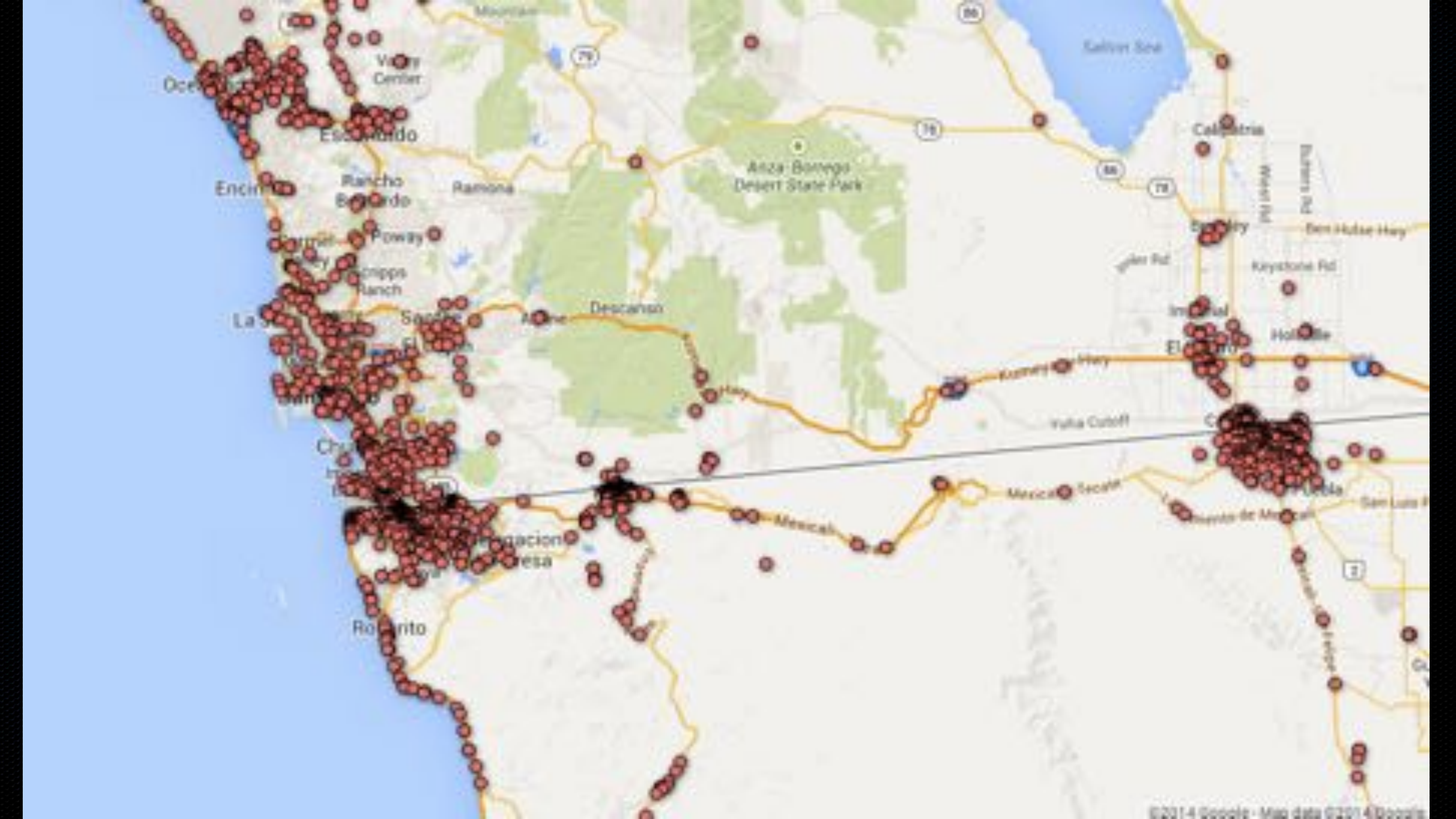
San Ysidro

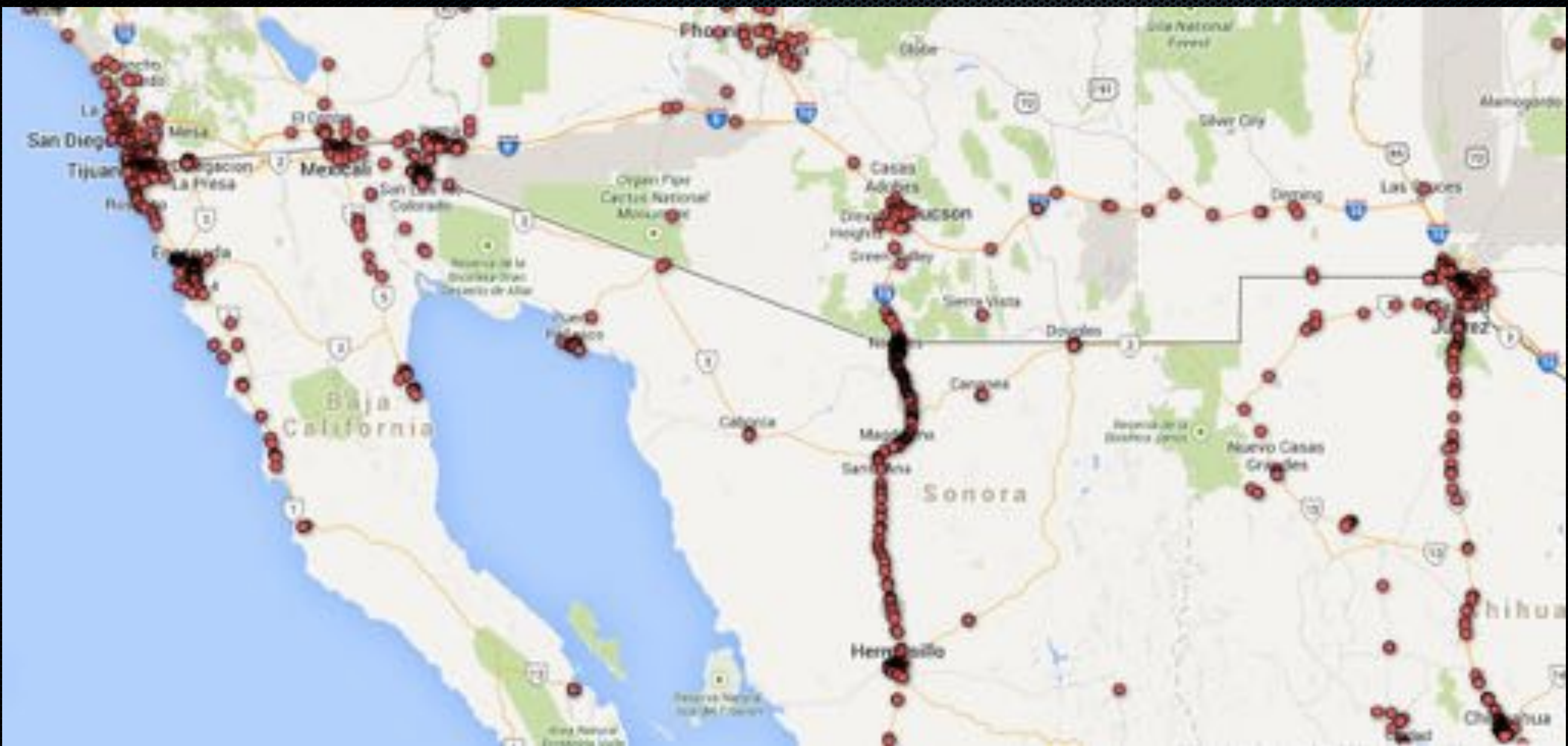
 Ready Pedestrian

CBP:	iReport:
0 min	N/A

iReport









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 - Overview
 - Demographics
 - Overview
 - Age
 - Gender

11 active cities

Right now
16
active users on site



Pageviews



Items Total: 16

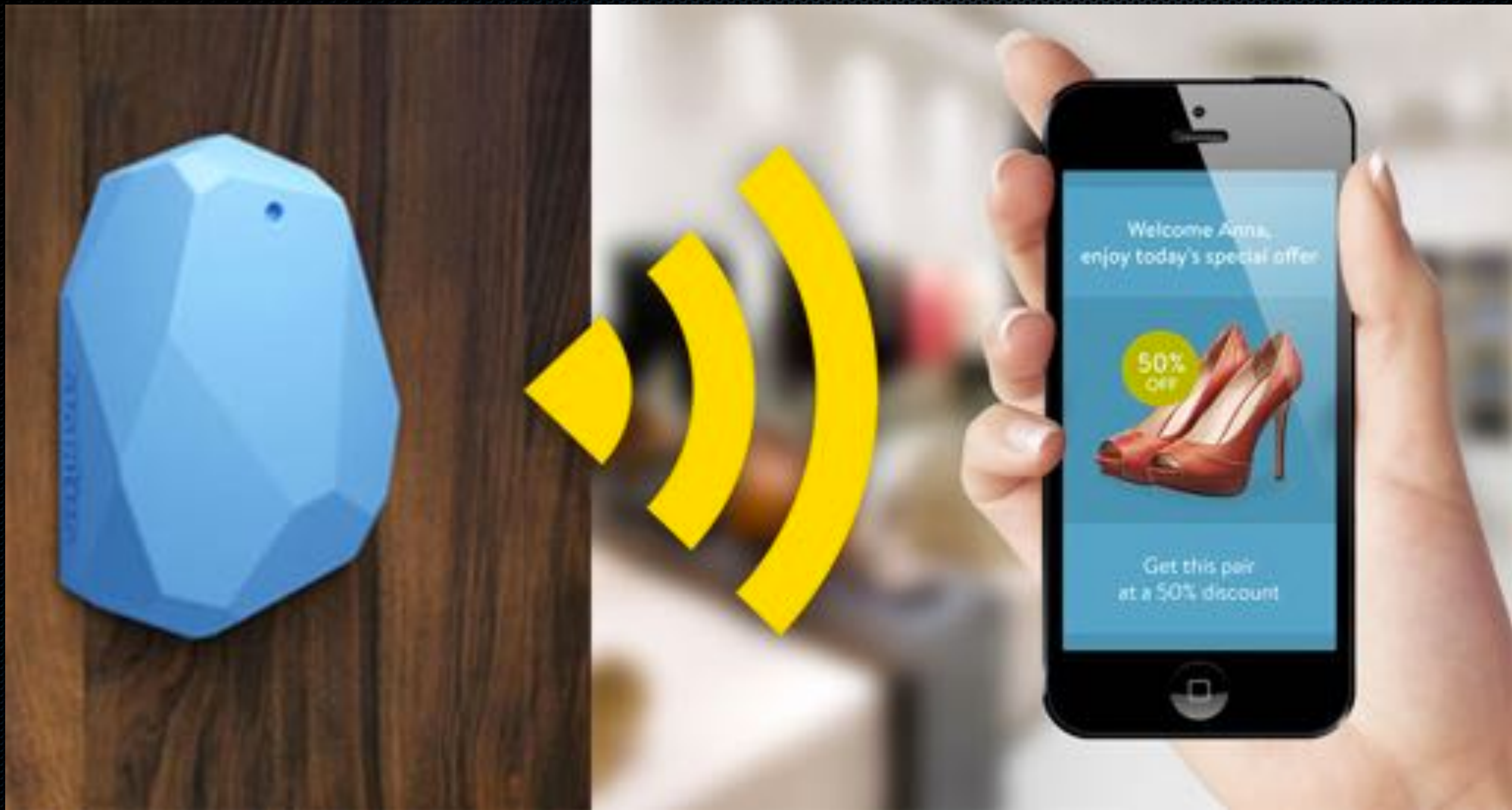
Country	Active Users ↓
1. Mexico	8 56.25%
2. United States	6 37.50%
3. Canada	1 6.25%



GPS Based Estimation



iBeacon Based Estimation

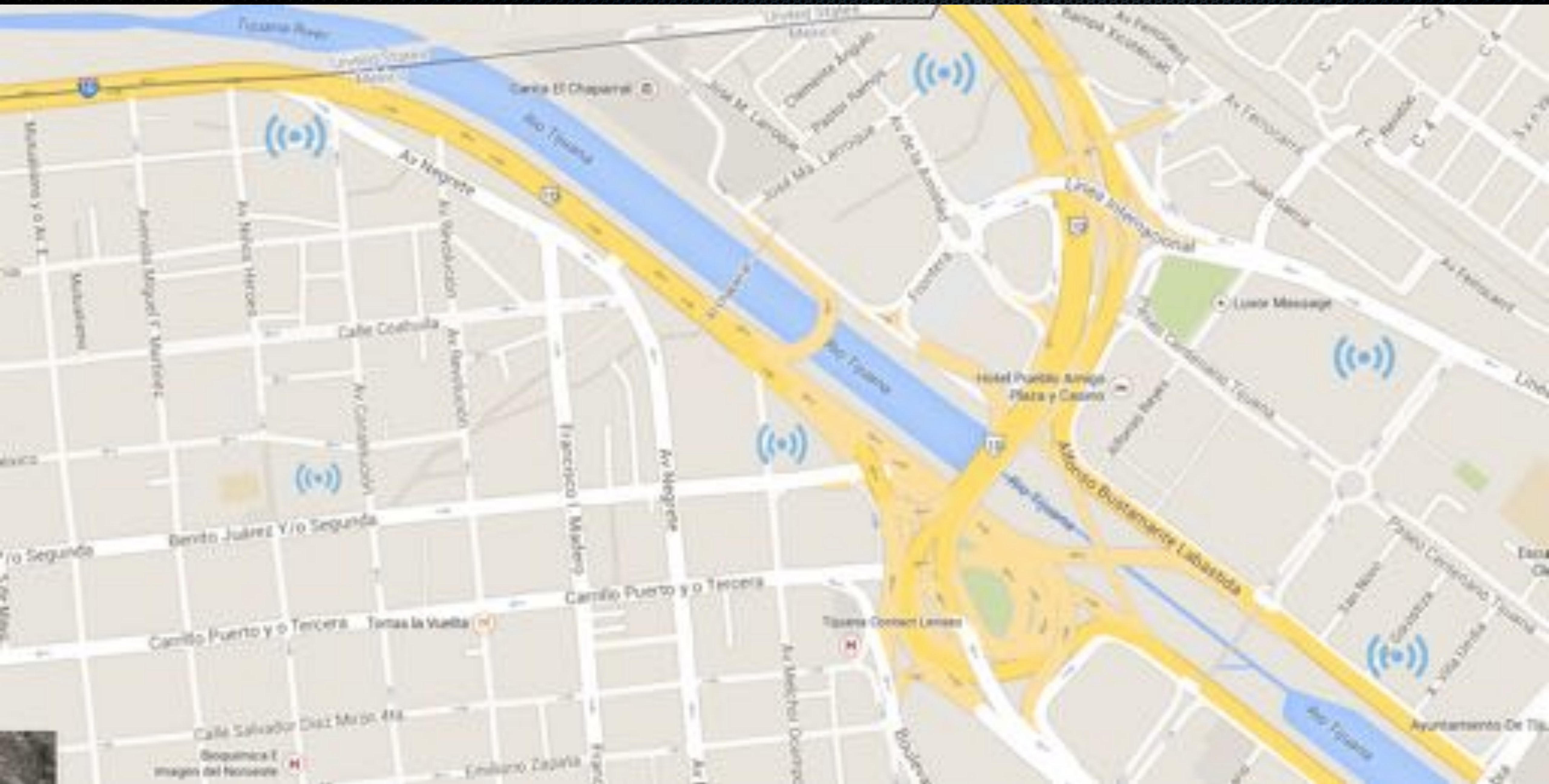


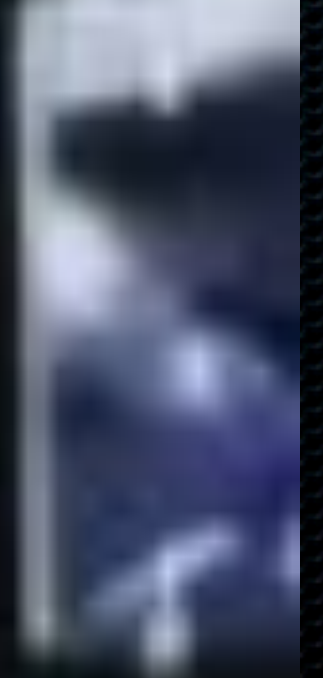
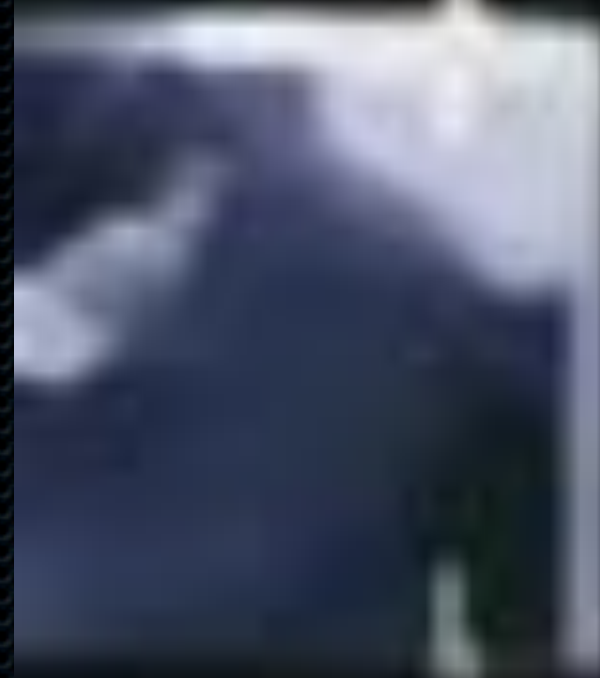
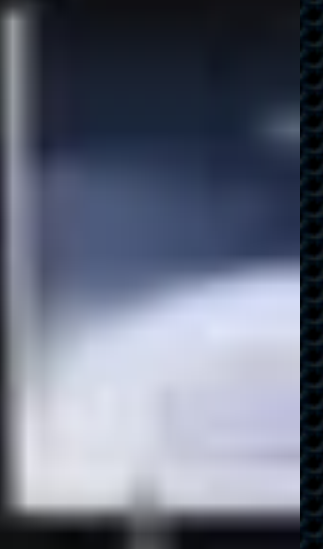
Welcome Anna,
enjoy today's special offer

50%
OFF



Get this pair
at a 50% discount





Personal Dashboard

32 .5 Hrs.

Total Border Wait

13.2 Gallons

Gas Wasted

879 grams

Total CO2 Emissions

\$530.00

Monetary Loss

Port Dashboard

27,500 Hrs.

Total Border Wait

72,000 Gallons

Gas Wasted

90 Kgs

Total CO2 Emissions

\$970 K

Monetary Loss