

# Traffic jams are just a math problem, says Israeli AI firm

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Tel Aviv – Israel’s traffic congestion ranks near the worst among developed economies but an algorithm can help, says one of the country’s information technology firms engaged in the auto and mobility sector.

ITC, or Intelligent Traffic Control, was one of the artificial intelligence players at Tel Aviv's recent EcoMotion showcase where high-tech and AI firms hope to make transport more efficient and cleaner.