The goals of introducing such a product are:

- To provide drivers with the knowledge of traffic conditions, like density or accidents, so that they would have the opportunity to adjust their course.
- To assist passengers in case of emergency with finding police, hospitals or pharmacies.
- To help emergency vehicles like ambulances and fire fighters to travel quick and safely by informing vehicles in front of them of their existence.
- To lower the risks of accidents by displaying information about other vehicles' speed and reminding drivers of certain speed limits and other constraints.
- To send hospitals and police stations information about recent accidents.
- To provide automobile drivers with information regarding possible car parking spaces in especially big and crowded metropolis.