



Case Story

Build your smart city using traffic data

As you are sitting at your desk, looking out the window thinking about your transportation problems and how you are going to find solutions, ask yourself these questions.

How can I get reliable traffic data from my transportation system so I can plan better?

Where can I find a solution that will be able to handle a variety of environmental conditions?

How can I use traffic data to build a smart city?

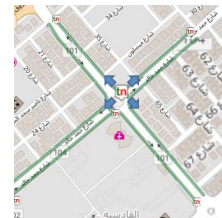
These are some of the questions that transportation officials for the city of Kuwait were asking themselves. They found the solution in RTMS Sx-300 and Bluetooth detection. The RTMS Sx-300 and Bluetooth detection is the solution for answering all

the questions above while helping you get a variety of data types.

A portable, cost-effective solution for getting the data you require for monitoring your transportation system.

Installing traffic monitoring devices used to be a long process and caused major traffic disruptions. Today, you can use a handful of devices to monitor even the biggest intersections. Traffic analysis has never been easier! Traffic engineers can get the data they need from multiple locations by simply moving the sensor from one location to another.

In Kuwait city, there are a number of large roundabout intersections where they wanted to gather traffic statistical data for



A screenshot of roundabout with Sx-300 BT sensors and DeepBlue sensors installed, collecting data and showing in real-time traffic flow.



a set period of time. They wanted to collect the following data types:

- Traffic volumes
- Classification
- Turning movements
- U-turn movements
- Journey time
- Congestion areas

This information was gathered and later used for optimizing traffic lights and determining road development infrastructure.

The RTMS Sx-300 sensor was used to deliver statistical data with a high accuracy of around 95% and relevant floating car information using the integrated Bluetooth sensor. In addition to the Sx-300 sensors, DeepBlue Bluetooth sensors were positioned at different points of interest around the roundabout to collect data on U-turn movements. This information

is collected by a customizable software that runs algorithms to determine this information.

The Bluetooth device detects the MAC address of the activated Bluetooth device in a car and that information is sent to the DeepBlue Core software, where sophisticated algorithms process the data and provide a graphical representation of the data. By having the RTMS Sx-300 coupled with the additional Bluetooth sensors, the point data like presence data and spatial data like turning movements and origin destination information are collected into one system and provide a complete picture of your traffic.

The city of Kuwait was able to get a better understanding of the traffic flow which allowed them to optimize the existing roadways.

CONTACTS

World Headquarters

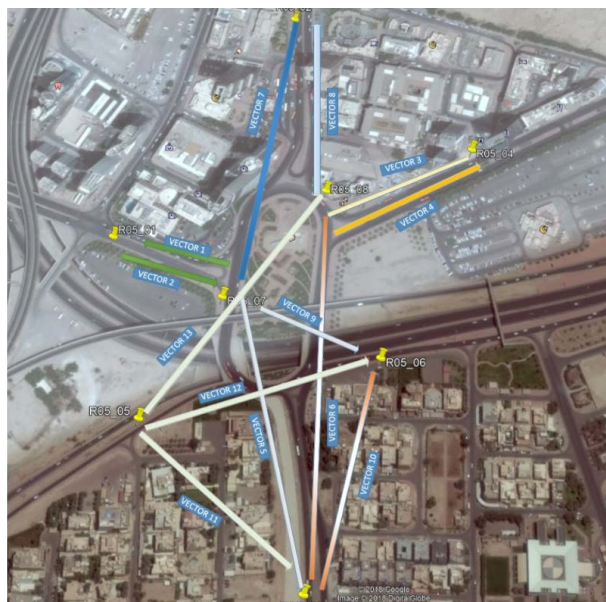
500 Spruce Tree Centre
1600 University Avenue West
St. Paul, MN 55104 USA
Phone: +1.651.603.7700
Fax: +1.651.305.6402
info@imagesensing.com
imagesensing.com

Image Sensing Systems Romania

Dobrogeanu Ghenea Constantin Street
10-12, et1, ap1
Sector 1, 013764, Bucharest
Romania
Phone +4.021.794.55.60
Fax +4.021.794.55.66
issro@imagesensing.com

Image Sensing Systems Spain

C/ Consell de Cent 357-359, 5-1
08087 Barcelona
Spain
sales@imagesensing.com



The above image is showing the various vectors that were set up within DeepBlue Core to make sure the origin destination data is being collected.