

TRAFFICLAB

INNOVATIVE & SMART TRAFFIC SOLUTIONS

Trafficlab S.r.l.

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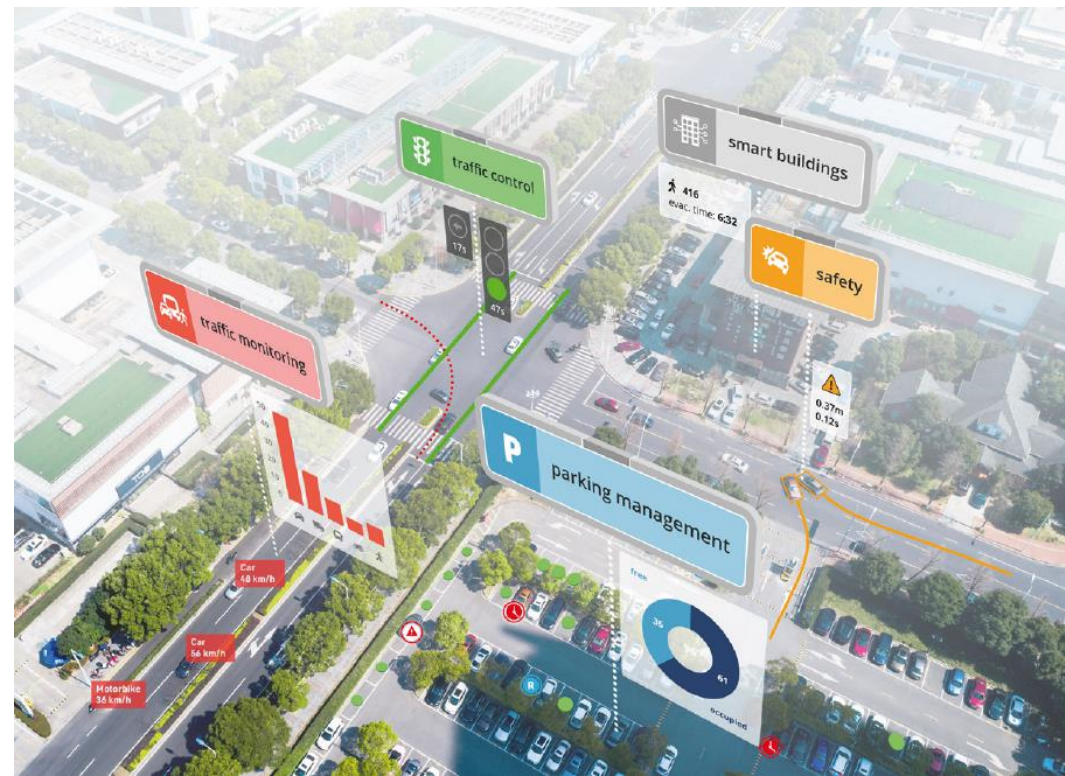
PROFILE

Trafficlab, founded in 2007 as an engineering firm, is today a company operating in the field of **traffic and road safety**.

It offers the most modern technologies to provide innovative and advanced solutions to respond to the needs of customers in terms of traffic planning and control. Trafficlab is an innovative startup engaged in the sale of products and solutions in the field of monitoring, planning and design of integrated traffic systems.

The main lines of business are:

- Traffic monitoring
- Innovative products for the Smart City
- Cloud platforms



VISION

We want to be part of the revolution that our cities are experiencing thanks to the increasing use of digital technologies and analysis of traffic data in real time.

We believe and apply **AI - Artificial Intelligence** in the fields of computer vision and machine learning. Thanks to our solutions, we provide advanced traffic data of certified quality for those who believe in urban and traffic analysis as a development opportunity.

We aim to install everything a Smart City and Smart Road need to become reality:

- Traffic control stations
- Intelligent traffic light intersections
- Parking management
- Variable message panels



PORTFOLIO

We work daily with motorway authorities, private business companies, public administrations, research bodies and universities.

Since 2008 we have joined into the **European Road Safety Charter** and are active promoters of the ISO 39001 standard for traffic management.

We are part of the Italian Association for Traffic and Transport Engineering (AITT), we are members of the Board of Directors of the Italian Association of Road Safety Professionals (AIPSS) and ordinary members of the National Association for Telematics for Transport and security (TTS Italia).



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TRAFFIC MONITORING SOLUTIONS

We use artificial intelligence algorithms (computer vision) for our automatic and detailed traffic analysis thanks to the collaboration since 2013 with **DataFromSky®** of which we actively participate in the development process and best practices.

Thanks to our innovative solutions for traffic data monitoring, it is possible to obtain detailed information on complex areas and with high data quality thanks to the recognition of trajectories.

We propose a long-time UAV duration solutions specifically designed to allow continuous monitoring without interruptions and in real time.

See here an example video [click here](#).



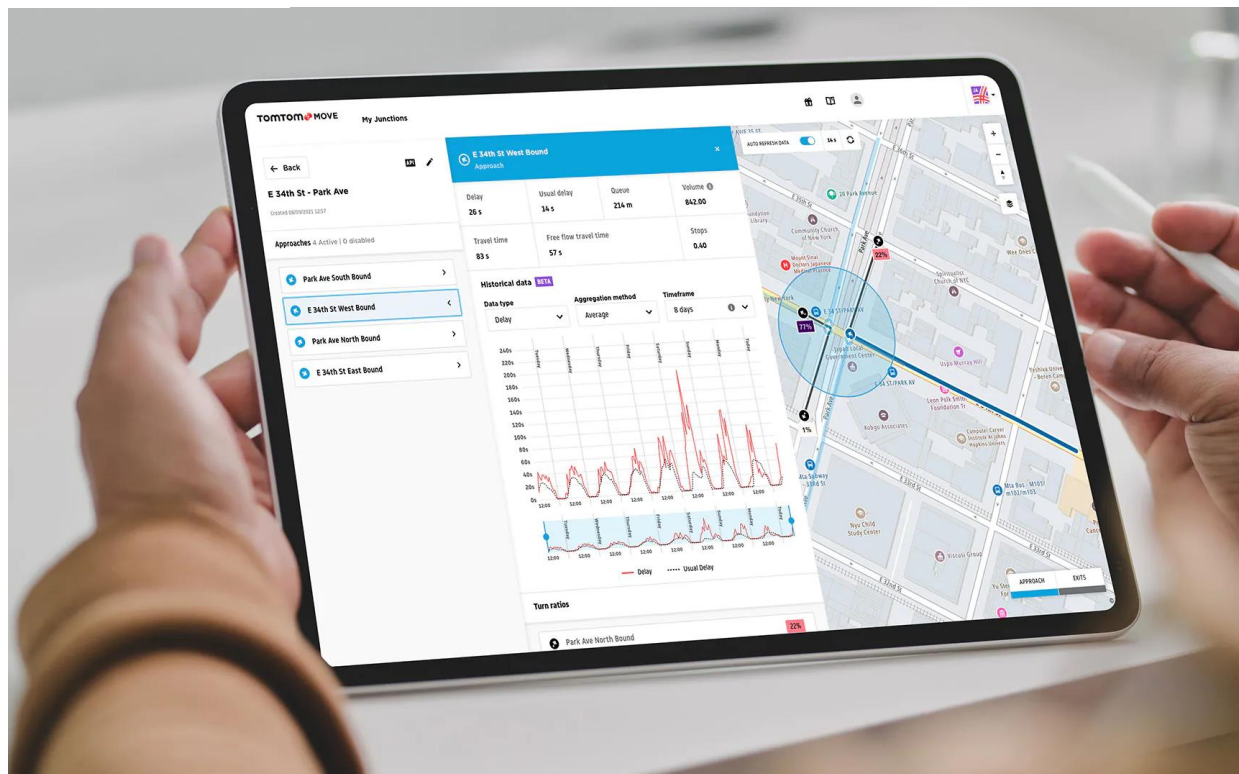
FCD

FLOATING CAR DATA

A recent research (Observatory, 2020) has shown like as there are more than 16.7 million connected vehicles in Italy, equal to 40% of the cars circulating on the road. This information is available in the form of **FCD - Floating Car Data** or "black boxes", used for locating and recording driving parameters for insurance purposes. The information, made anonymous to respect privacy procedures, makes it possible to acquire data in real time throughout the European territory and to process historical traffic statistics.

Thanks to specific agreements with data providers, we can provide our customers with aggregated and disaggregated data in order to analyze speed, travel times, delays and traffic estimates over very large areas and for each single road.

TOMTOM 



INNOVATIVE PRODUCTS FOR SMART CITY

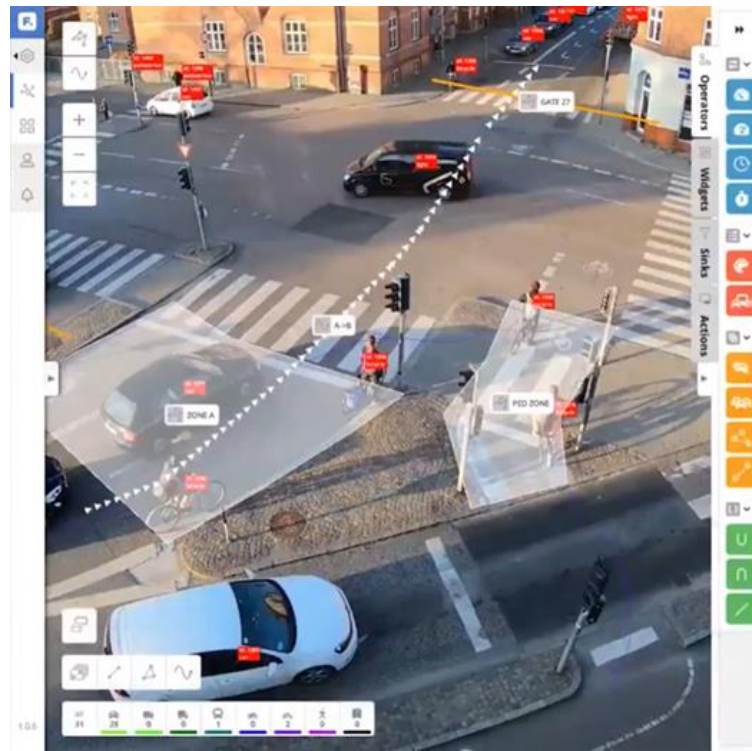
FLOW

Thanks to the innovative **FLOW framework**, we can transform any existing video camera (CCTV) into a powerful tool for analyzing road traffic to evolve from static to dynamic video surveillance.

Thanks to our specific computer vision algorithms, it is possible to detect up to 7 vehicle categories (including pedestrians and cyclists) and it will soon be possible to detect e-scooters as well. Speed, waiting times, origin/destination matrices, car color, levels of service (LOS) and many other information are at your fingertips thanks to the development of APIs.

Our solutions cover every customer need:

- Smart traffic camera (edge)
- Embedded devices
- Server solutions

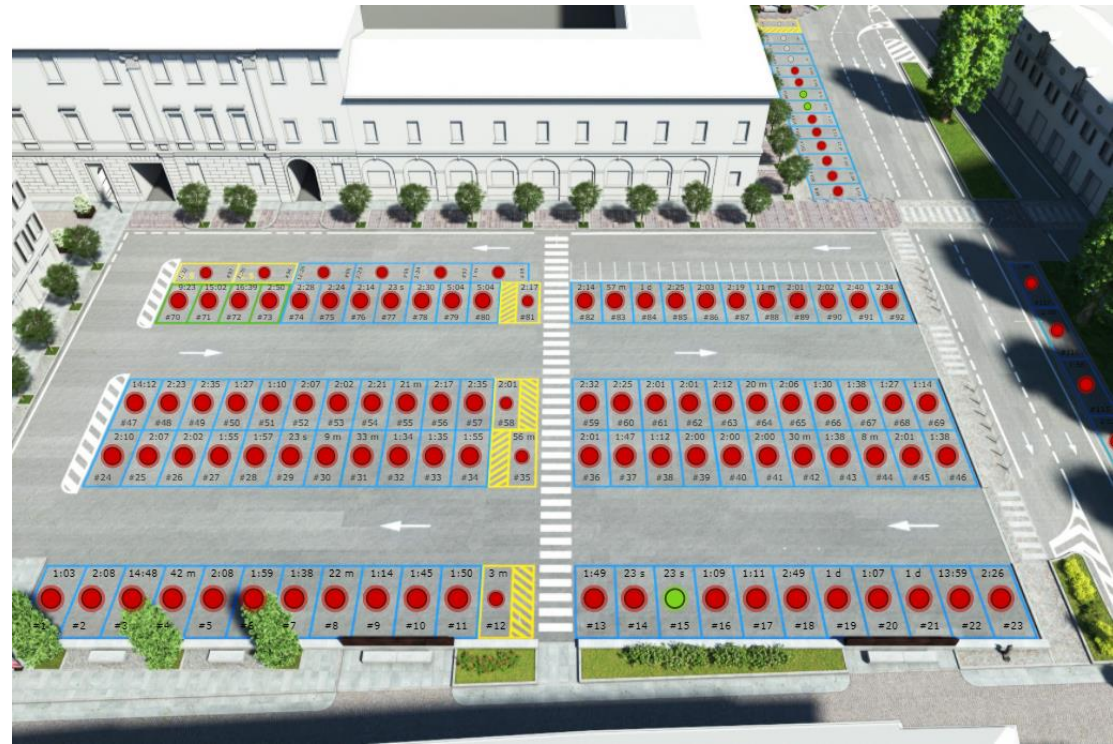


PARKING DETECTION

Parking Detection is the ideal solution to simplify parking management. Thanks to its technology based on artificial intelligence and computer vision, it allows the control of **every single slot**, automatic detection of violations, assistance to finding free slots in the area and many other advanced functions thanks to a simple camera.

Thanks to our cloud platform it is possible to control and manage a parking area without installing any software or device on the pavement ground.

The Parking Detection mobile application also guides motorists to free parking spaces, allows parking payments via smartphone and alerts users in the event of an expired parking.



PUBLIC SPACE USE

Our solution is ideal for **monitoring public spaces** during and after complex intersection redevelopment. Through automatic classification of vehicles and pedestrians, it provides valuable insights into space utilization, aiding urban planning and decision-making.

Imagine a bustling intersection undergoing revitalization. Our advanced technology accurately tracks traffic patterns and pedestrian movement, providing precise data for optimizing traffic management and creating pedestrian-friendly environments.

Experience the power of our monitoring solution to transform intersections into vibrant spaces, ensuring successful urban redevelopment projects.



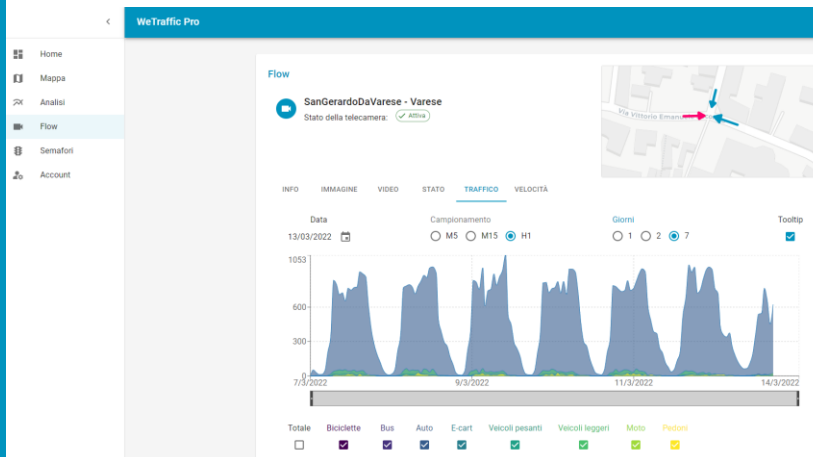
CLOUD PLATFORMS FOR SMART CITY AND SMART ROAD

WETRAFFIC PRO

The availability of huge data sources combined with the implementation of specific algorithms, allow the use of new models guiding the evolution of the **data driven economy**. Wetrtraffic Pro was developed with this in vision.

Wetrtraffic Pro is a cloud platform for traffic monitoring, analysis and planning that combines real-time data (FLOW), FCD data and machine learning models for traffic estimation (vehicles per hour).

Provided of monitor, management and estimation tools, it allows to support, verify and validate decisions in the sector of policies, strategies and planning mobility, also with a view to achieve the objectives required by the European and national guidelines (Smart Road, SUMPs, EU Funds).



WETRAFFIC OPEN

We believe that it is necessary to raise awareness on traffic road. We would like to change the common idea of the user who consider traffic jam and road accidents as a price to pay for the right to mobility; it is a wrong opinion, which produces an unsustainable environmental impact.

The **Wettraffic Open** project was born from this consideration.

Thanks to our mobile WebAPP every user can send a short video of traffic jam: the air pollution generated by vehicles can be compensated in a new clean air. In the meantime, a traffic and pollution map is implemented like as crowdsourcing and the user obtaining new green areas and a traffic quality certification.

Furthermore, the Wettraffic project provides a service of traffic data validated by **blockchain technology** and increases the awareness of users who are committed to change.

“ Our vision is to encourage who believe in an eco-sustainable lifestyle to take a small daily actions and migrate towards into shared and intelligent mobility. ”



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