

PRODUCT: MOVEMENT PATTERN ANALYSIS

SPOT TRAFFIC PATTERNS SOONER – MAKE CONFIDENT DECISIONS FASTER

Adding behavioural context to your traffic management systems speeds your impact on a city's liveability and safety.

Using pioneering Behaviour AI, we offer traffic monitoring and management provides a much-needed layer of human context to enrich current intelligent transport systems (ITS). By quickly understanding the 'why' behind the how, where and when people move, cities can make de-risked planning and investment decisions, and roll-out citywide initiatives with confidence.

PRODUCT: MOVEMENT PATTERN ANALYSIS

Traffic landscape has changed. Is your traffic intel outdated?

Decrease traffic congestion, road crashes and optimise traffic flow based on movement patterns of new and specific road users

Humanising Autonomy's Behaviour AI software uses computer vision to extract trustworthy insight and provide valuable context behind risky incidents, traffic congestion areas and road crashes – with the capability of differentiating traffic and movement patterns by road user type.

Integrate our modular technology into your traffic solution via our cloud platform or an SDK – at a fraction of the cost to develop this tool in-house.



REDUCE ROAD INCIDENTS

Reduce dangerous road crashes by understanding how and why near miss events happen - and how many and which type of road users were involved.

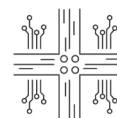
Support VisionZero initiatives: understand crash analytics and risks to better inform decisions.



NEW ROAD USER INSIGHT

Understand and predict the behaviour of specific or new road user types to optimise traffic flow by understanding the usage of space (paths) of objects.

Avoid costly decisions based on outdated insight and stay ahead of emerging trends.



DE-RISKED DECISIONS

Extract relevant historical patterns of how and where objects (vehicles and people) move to unlock powerful movement strategies for city planning purposes, and improve the city's infrastructure.

Improve ROI on investments.



DECREASED TRAFFIC CONGESTION

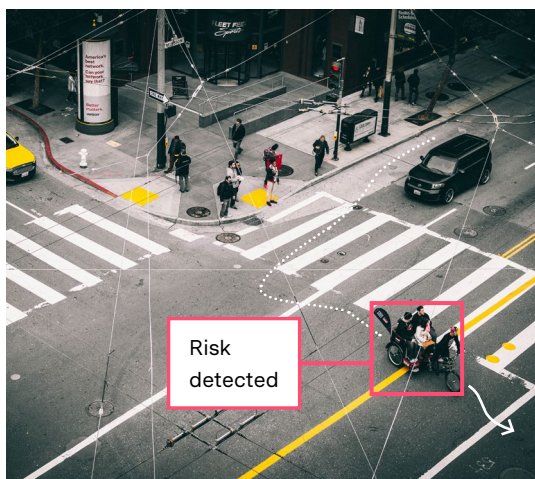
Better inform intelligent transport systems (ITS) with user behaviour insight e.g. crowding at transport hubs, crossing intent in specific zones of interest, and near misses.

Spot causes of traffic congestion to better address them.

BEHIND THE TECHNOLOGY

Know when, where
and why accidents
happen to accelerate
effective changes.

Add our Behaviour AI model to your tech
stack to enhance your safety offering



Full stack features

- Traffic flow categorisation
- Near miss detection
- Movement pattern analysis
- Dwell time
- Counting analysis
- Vulnerable Road User (VRU) classification
- Density
- Zone of interest

Includes

- Visualisation support
- Standard project management and support

Convenient access

- Live stream ingestion
- Historical video analysis / Batch ingestion
- SDK for custom solutions

SNAPSHOT CASE STUDIES

The mobility expert that needed scaled insight for new customers

Company S offers solutions in mobility, transit, or intelligent transportation that promise superior technology and expertise that could reduce road incidents and improve traffic flow. However, to expand its offering to a new region, they needed a way to scale efforts quickly, efficiently and effectively - without drastic cost increase.

After a successful proof of concept, Company S decided to continue working with Humanising Autonomy to access valuable information on the mobility and safety within a city that

could strengthen decision-making around traffic flow and road safety. Using CCTV and other infrastructure cameras installed at different points, they can access our powerful Behaviour AI model by uploading historical videos through a cloud platform or live streamed videos to analyse even faster. With our product, they can see what's happening with traffic patterns, crashes and other road user patterns across multiple junctions and roads, across multiple cities, and between different road user types, including pedestrians, bicycles, motorcycles, cars, buses and trucks.



Scale /
Growth



Easy to
integrate



Better
informed
decisions

The transport system that needed to update its pattern trends

When Covid-19 hit, Company M saw a change in its passenger behaviour and knew they needed deeper insight to update decisions for their transport automations and systems. However, without ample resources and its already strained public sector budget, they struggled to find a cost-effective solution that could provide them this insight without installing additional hardware and with limited onsite access.

Company M turned to Humanising Autonomy to explore how they could speedily, effectively, and efficiently

use footage from existing CCTV and infrastructure cameras to help evaluate what was happening at its busiest interchanges. Due to its modularity, our Behaviour AI platform was able to work within Company M's budget - avoiding the time- and cost-consumption required for new hardware installations, and helped them extract critical and evolved pattern trends around social distancing, footfall density across specific times and days, and high-risk areas for clustering.



Cost-
savings



Existing
hardware



New
trends

Create liveable cities

- 1 Are you already offering a traffic analysis, monitoring or management solution for cities?
- 2 Are you looking for a way to enhance the feature set in your offering and increase your competitive edge?
- 3 Are you using video data or footage or have access to them?

Who's this for?

- Solution providers offering traffic analysis, monitoring and smart city-related products for public sector, transportation and intelligent transport systems (ITS)
- Consultancies working within the Public Sector and Transportation spaces
- Insurance companies with an interest in risk reduction for cities

Find out more about the customisable insight

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CUSTOMERS AND PARTNERS INCLUDE:

