

# CONSTRUÇÃO DE UM SISTEMA INTELIGENTE DE MONITORAMENTO DE TRÁFEGO.

To ensure people & vehicles reach destination with safety and efficiency



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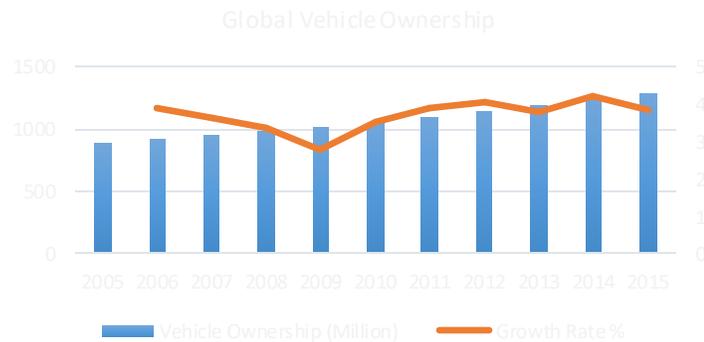


**Successful Stories**

# CURRENT SITUATION OF TRAFFIC

## Booming Vehicle Number

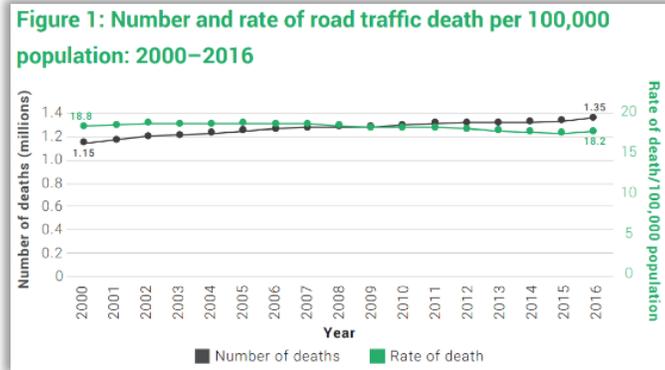
- The global car owners are booming year over year, and is expected to reach 5 billion by 2050



Data Source: Organisation Internationale des Constructeurs D'Automobiles

## High Traffic Accident Rate

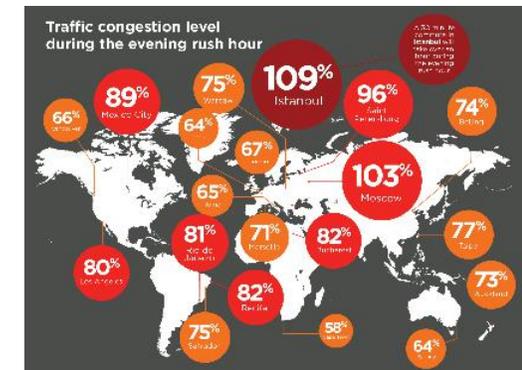
- A lot of traffic accidents are threatening road safety, which are mainly caused by swelling traffic pressure.
- Each year, around 1.25 million die each year due to traffic accidents globally. And tens of millions are injured or disabled.



Data Source: World Health Organization

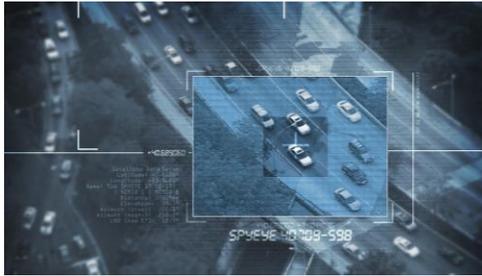
## Severe Traffic Congestion

- The enormous cars exacerbate the traffic conditions. Traffic congestions are more likely to lead to aggressive driving behavior that is associated with increased crash risks.



Data Source: TomTom

# REQUIREMENT ANALYSIS



## Traffic Violation Management

Traffic violation detection and evidence generation can effectively regularize drivers' behaviors.



## Traffic Risks Reduction

Intelligently detect road status,  
and implement early warning of dangerous events to avoid traffic accidents.



## Traffic Order Optimization

Collect real-time traffic data for operation analysis, helping traffic authorities to fully understand the traffic situation and carry out optimal traffic planning and management.

# VISION FOR TRAFFIC MANAGEMENT

People, vehicles and goods arrive with safety & efficiency

## Traffic engineering design

The process of traffic management information is suitable for traffic planning and engineering design

## Traffic violation management

Supervision on road violations to reduce violations and improve safety



## Empower business scenarios

Capture more details and insights from scenarios' pain points

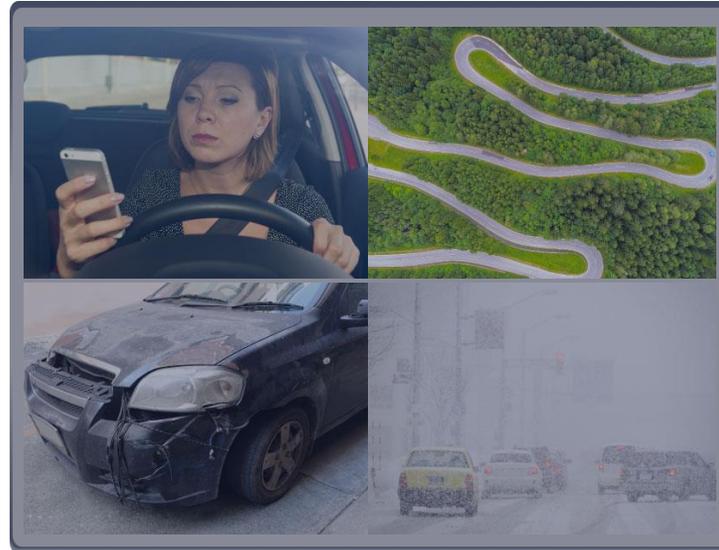
## Systematic traffic management

Focus on traffic safety and congestion to optimize traffic scheduling

# TRAFFIC MANAGEMENT THINKING

## »» VIOLATION MANAGEMENT

Eliminate people's subjective unsafe behavior



## »» QUALIFICATION MANAGEMENT

Reduce safety risks from unqualified vehicles

## »» ROAD SAFETY WARNING

Supply road warning device at accident hotspot

## »» INCIDENT PUBLISH

Reinforce prevention & publishing during abnormal condition.

HOW CAN WE HELP OVERCOME THESE CHALLENGES...

# VALUE OF TRAFFIC MANAGEMENT

## Improving Management Efficiency



- Rich front-end violation detection capabilities, powerful central data storage and vivid analysis method, lead to smarter traffic management and less traffic accidents in region.

## Reducing Traffic Accidents



- With the help of traffic violation detection and evidence collection, necessary punishment can be carried out to regulate public driving behaviors.
- Early warning of traffic incidents helps to eliminate risks in advance.

## Optimizing Traffic Fluency



- Real-time warning of traffic anomalies and timely traffic scheduling helps to achieve smoother traffic conditions.

# THANKS

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