



# Smart City Sensing



## IoT-VT: Clever Solutions to Urban Problems

- ▶ Identify and reduce traffic congestion.
- ▶ Monitor pollution.
- ▶ Quantify the use of footpaths and cycle ways.
- ▶ Count pedestrians, vehicles, bicycles and passengers on public transport.
- ▶ Assess the impact of development initiatives and use the data to inform future decisions.
- ▶ Real-time and historical data for “Big Data” analytics.
- ▶ Part of the city’s Internet-of-Things network.
- ▶ Call Retail Sensing on +44 (0)161 839 6437 to learn more.





## How it Works

Smart city sensor units, called IoT-VT, are mounted on lamp posts around the city. They comprise a camera and a smart counting unit. Our video analytics algorithm detects pedestrians, passengers, bicycles and vehicles with 98% accuracy.

The IoT-VTs collect data and upload it wirelessly to “brokers”.

The brokers process both this data and data from other members of the smart city network. They then make the information available to everyone who needs it.

## System Specifications

### IoT-VT IP Camera System

Unit: Standalone 39/49 outdoor IP solution

Size: 20 x 15 x 12 cm

Weight: 7.5 kg

Power Consumption: 250 mA, 230 Volts AC/DC

### IoT-VT Analogue System

Unit: Standalone 39/49 outdoor analogue solution

Size: 30 x 20 x 15 cm

Weight: 4 kg

Power Consumption: 250 mA, 230 Volts AC/DC

### Communications Technology

Ethernet

Wi-Fi

3g / 4g

LoRa Wide Area Network (WAN) for IoT

SigFox

MQTT

IBM Watson IoT Platform



Smart city sensor unit: the IoT-VT



10 Stocks St  
Manchester M8 8QG UK



info@retailsensing.com  
www.retailsensing.com



T +44 (0)161 839 6437  
F +44 (0)161 833 2190

