



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 via CCTV.
- ▶ 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.





Helping make Cities Better Places to Live

To effectively serve people, city authorities need to know how many people are going where and when. Discover not just the numbers of people and vehicles, but how the numbers change over time.

Demonstrate in a practical way **the city's commitment to retail on the high street**. Let individual retail units to discover vital analytics like sales conversion rate, average queuing time and the most popular area of a store.

Count passengers on buses to help protect revenue—reconciling tickets bought with passenger numbers. Record numbers of people getting on and off at each stop. Real-time GPS location of buses gives a clear picture of what's happening now.

How it Works

Smart city sensor units, called IoT-VT, are mounted on lamposts 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.

About Retail Sensing

Retail Sensing is a UK-based technology manufacturing company. Our head office is in Manchester.

ISO9001 quality approved.

Find Out More

Call +44 (0)161 839 6437 or e-mail info@retailsensing.com for more information. We look forward to talking to you.



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