

# Ipsium Traffic

Statistical Data Visualisation  
Software



# Ipsium Traffic

## Product Overview

- Developed and Owned by Civic Group
- Detection of vehicle, pedestrian and cyclists
- Realtime Statistical Traffic Data
  - Count
  - Classification - Pedestrian, Bicycle, Motorbike, Car, Van, Small Truck, Large Truck/Bus
  - Speed
  - Gap & Headway
  - Queue Analysis
  - Trend Data Reporting
  - Air Quality Data

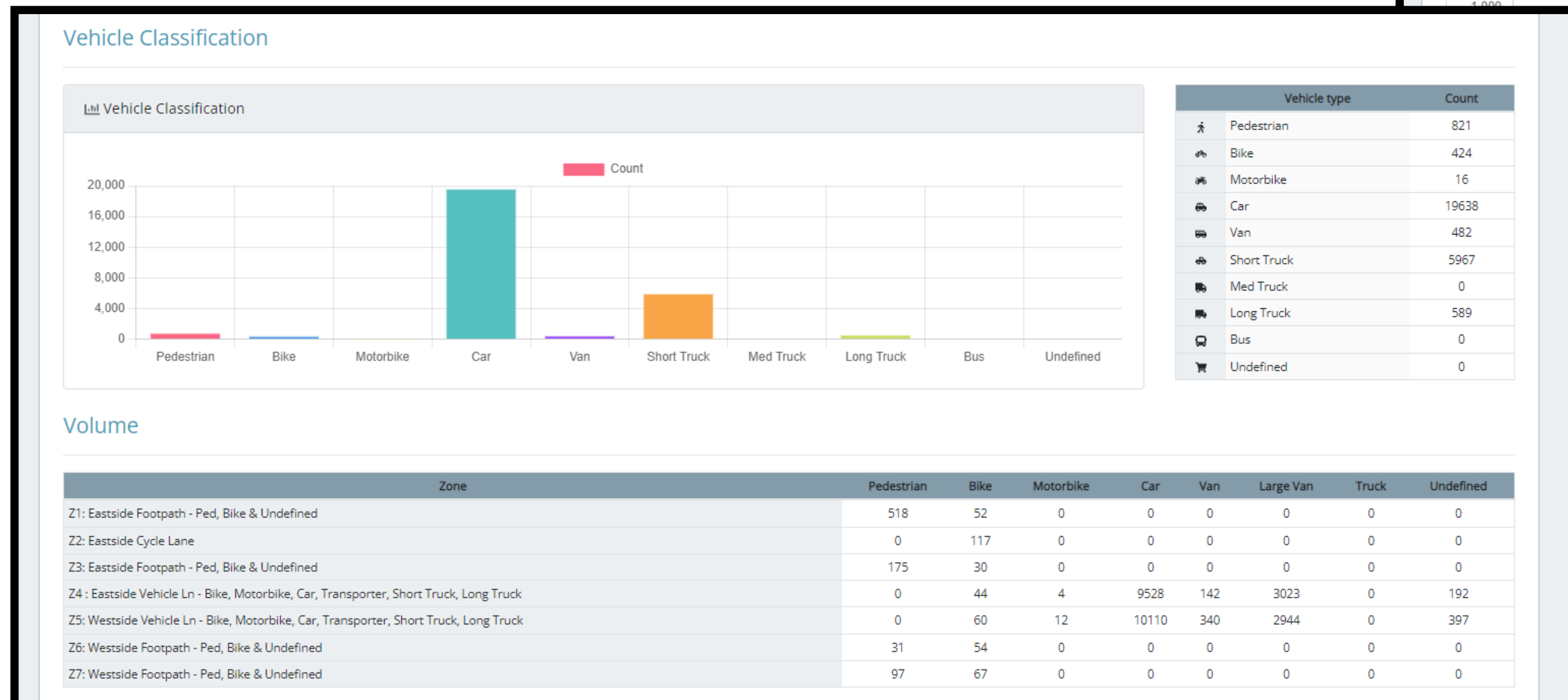
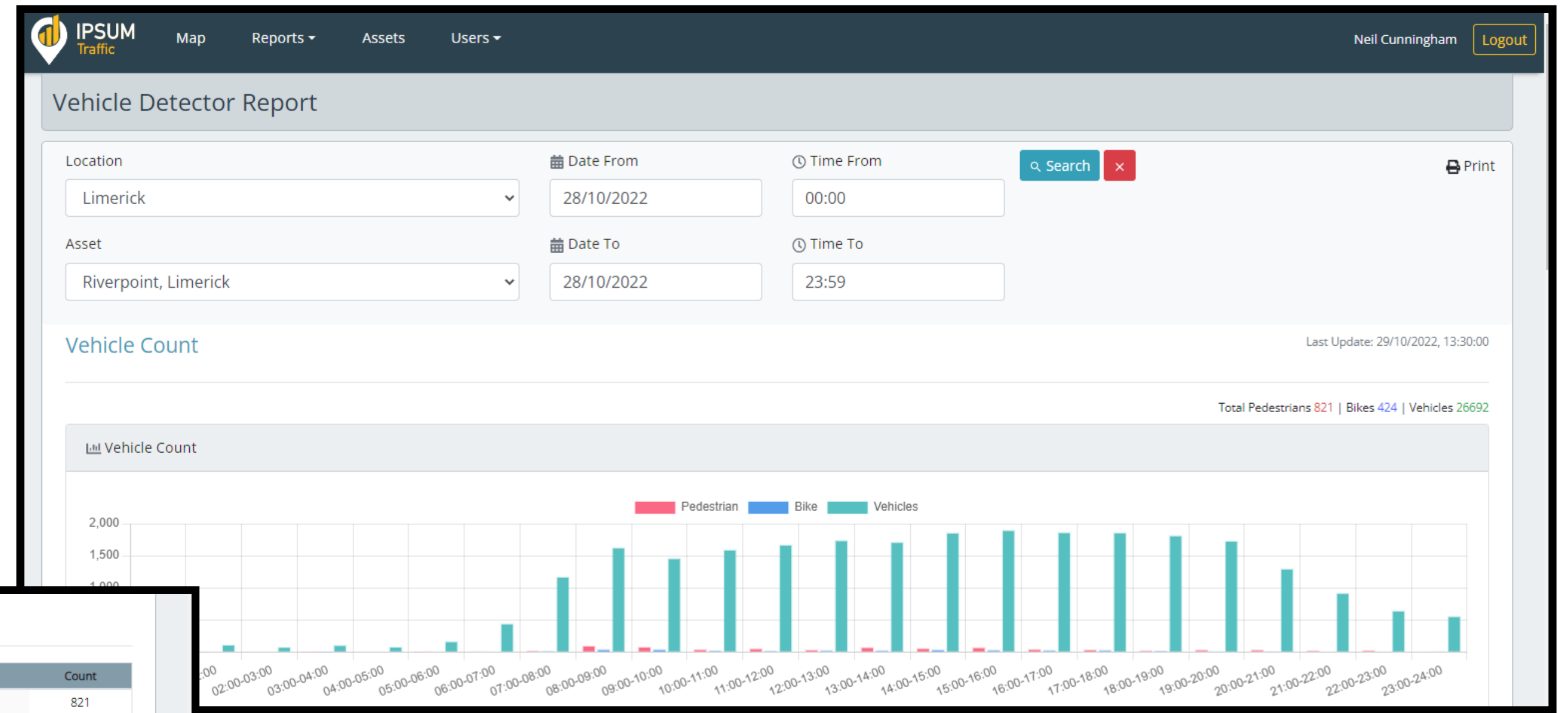


# The Importance of Data

## Data Is The New Oil...

### Live Statistical Data

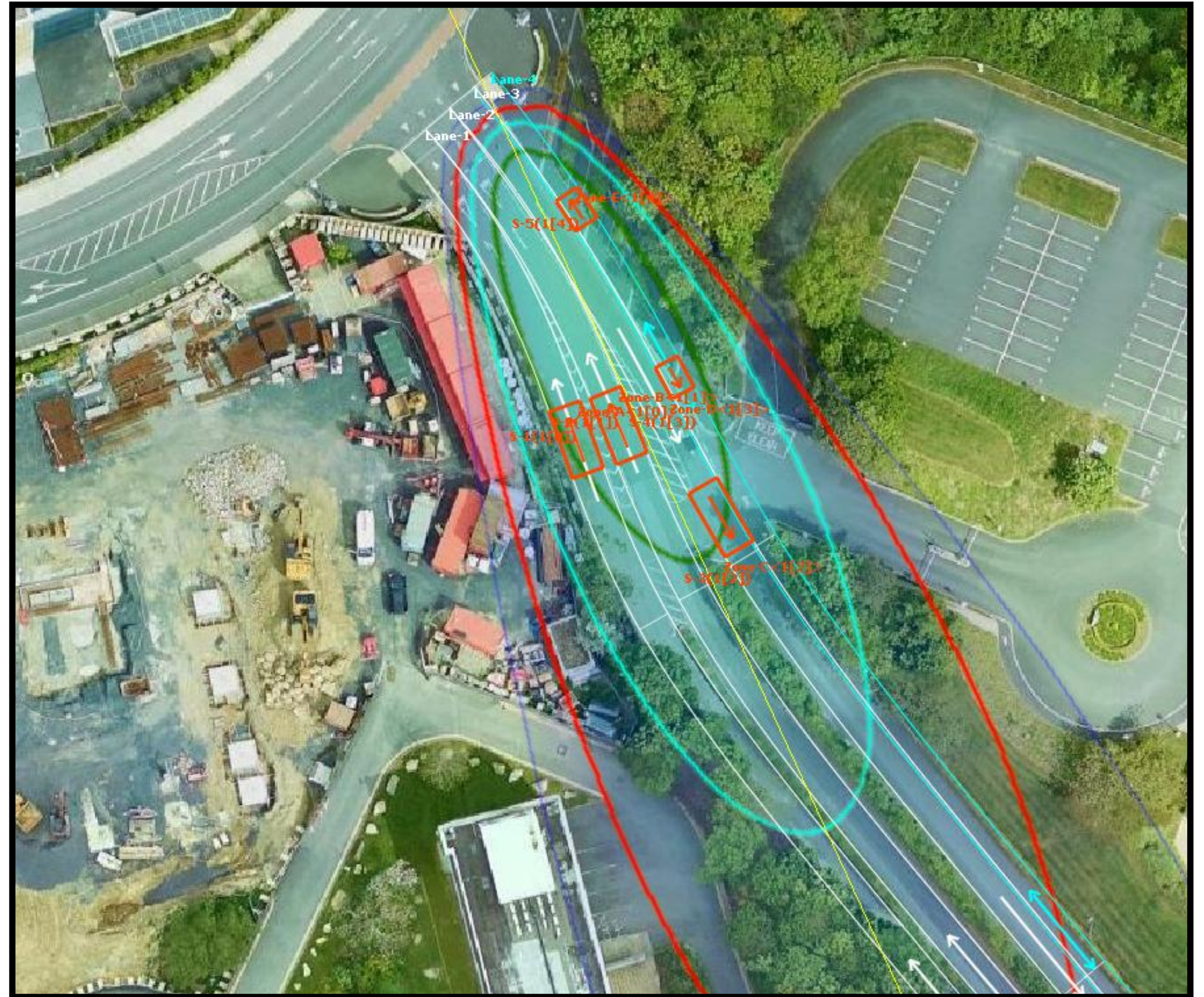
- Web Ipsum Portal
- Mobile Device
- API



# Ipsium Traffic

## Virtual Detection Zones

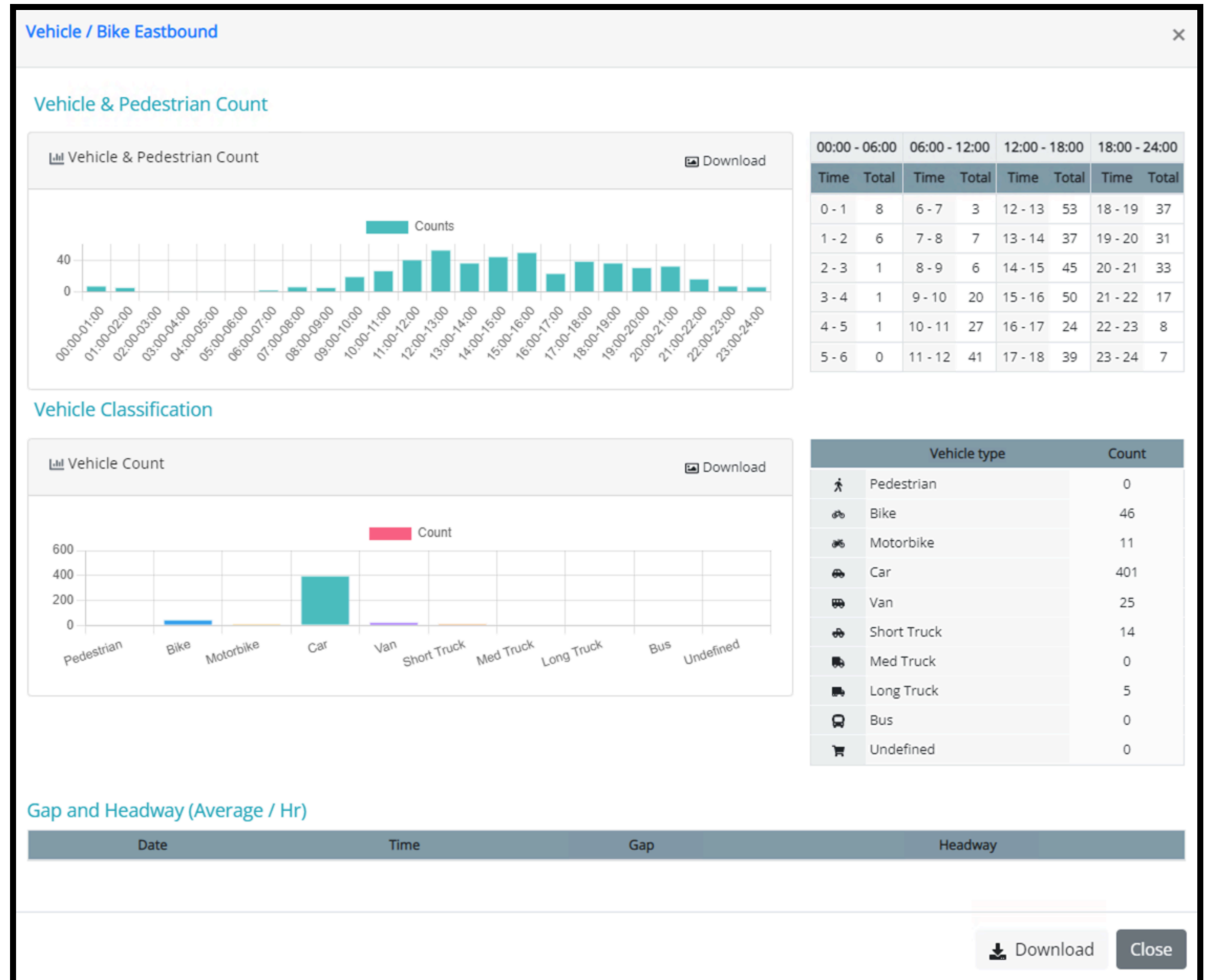
- Add, remove and relocate virtual detection zones to enhance the data you require.
- Chose what class of traffic you want to count and in what direction.
- Insert new lanes
- Add speed assessment zones
- Send data via API
- Remote access



# Ipsium Traffic

## Interrogate by Zone

- Expand data for each detection zone
- Monitor traffic flows
- Observe movement trends
- Download report to pdf
- Download count charts to image file
- Download data to excel



# Ipsum Traffic

## Device Monitoring

- 24/7/365 Monitoring of the device
- Automatic alert email notifications
- Low data transfer
- Edge processing
- HTTPS & MQTT communications
- Supports CSV and JSON
- Secure Web Portal - SSL Certificate



The image shows a screenshot of an email notification from Ipsum Traffic. The header features the Ipsum Traffic logo (a location pin with a bar chart) and the text 'IPSUM Traffic' in white and orange, followed by 'Incident Communication' in white on a dark blue background. The main body of the email is light blue and contains the following text: 'We have lost communication with the device', '036CA2 - Benburb St / Blackhall Place – Luas Into Town', 'Last update at 02:21 03/06/2023', 'This is an automatic email generated by Ipsum Traffic.', 'You are receiving this email because your email address is assigned as a recipient of automated emails related to this traffic radar.', and 'For more information please contact [dev@ipsum365.com](mailto:dev@ipsum365.com)'.

# Ipsium Traffic

## Make Informed Decisions

- Safe Cycle Schemes
- Budget Preparation
- Public Consultation
- Realtime Data
- Planning
- Design
- Trend Counts
- Validation

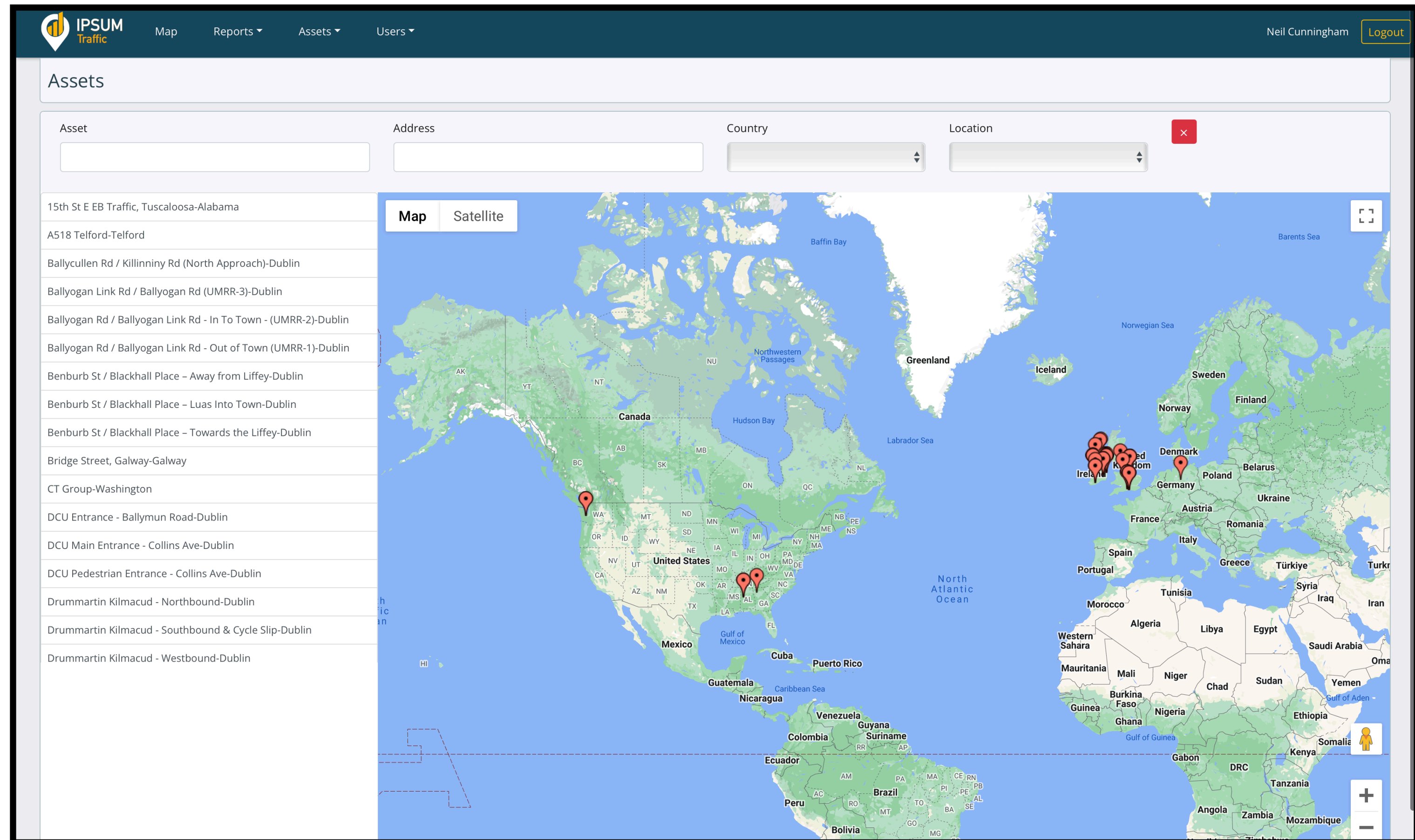


# Ipsum Traffic

## Existing Installations

- Ireland / Europe
- United Kingdom
- United States of America
- Australia

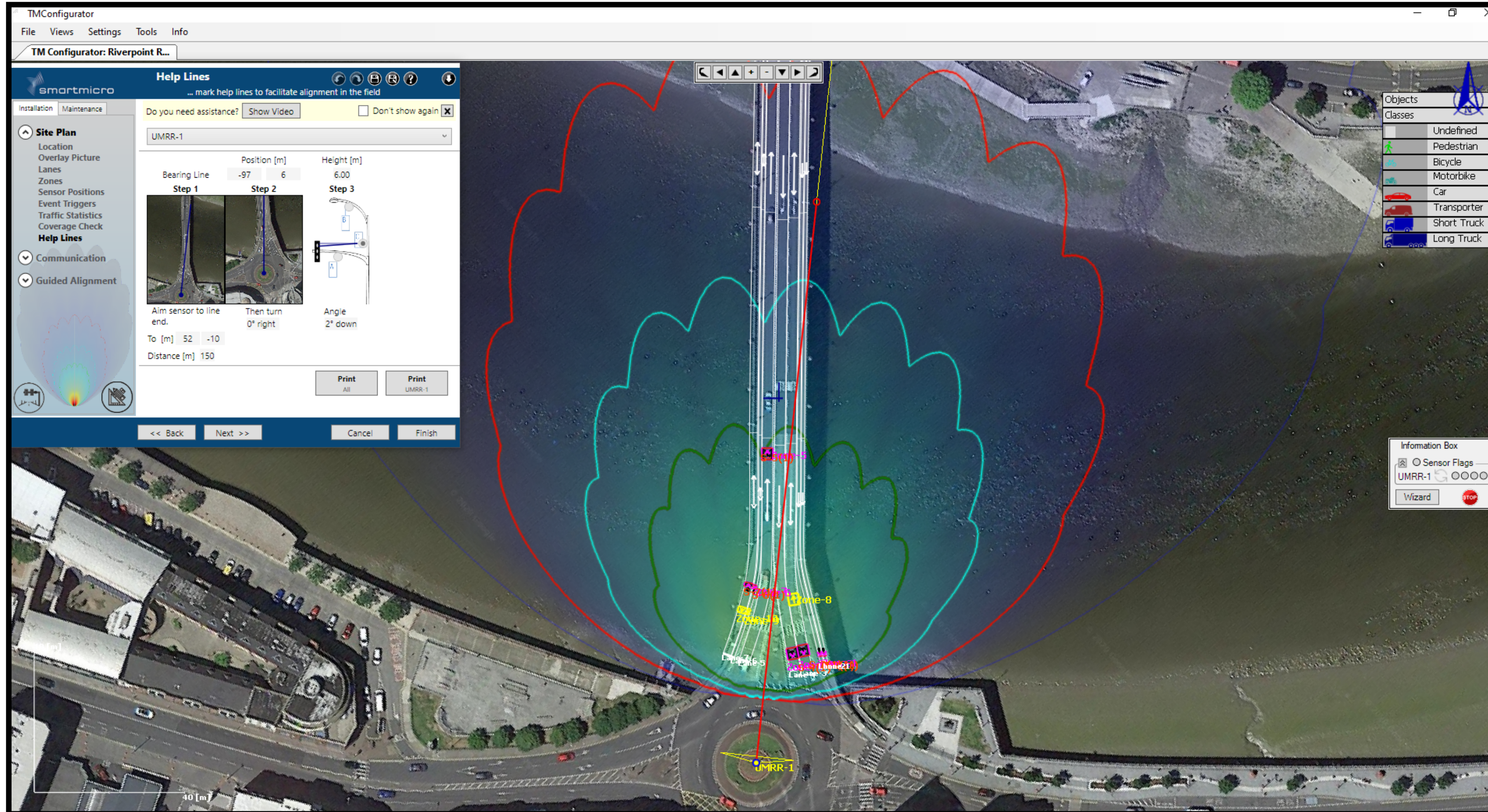
Over 350+ Ipsum Sites Installed  
Worldwide





# Ipsium Traffic

## Riverpoint, Shannon Bridge, Limerick City



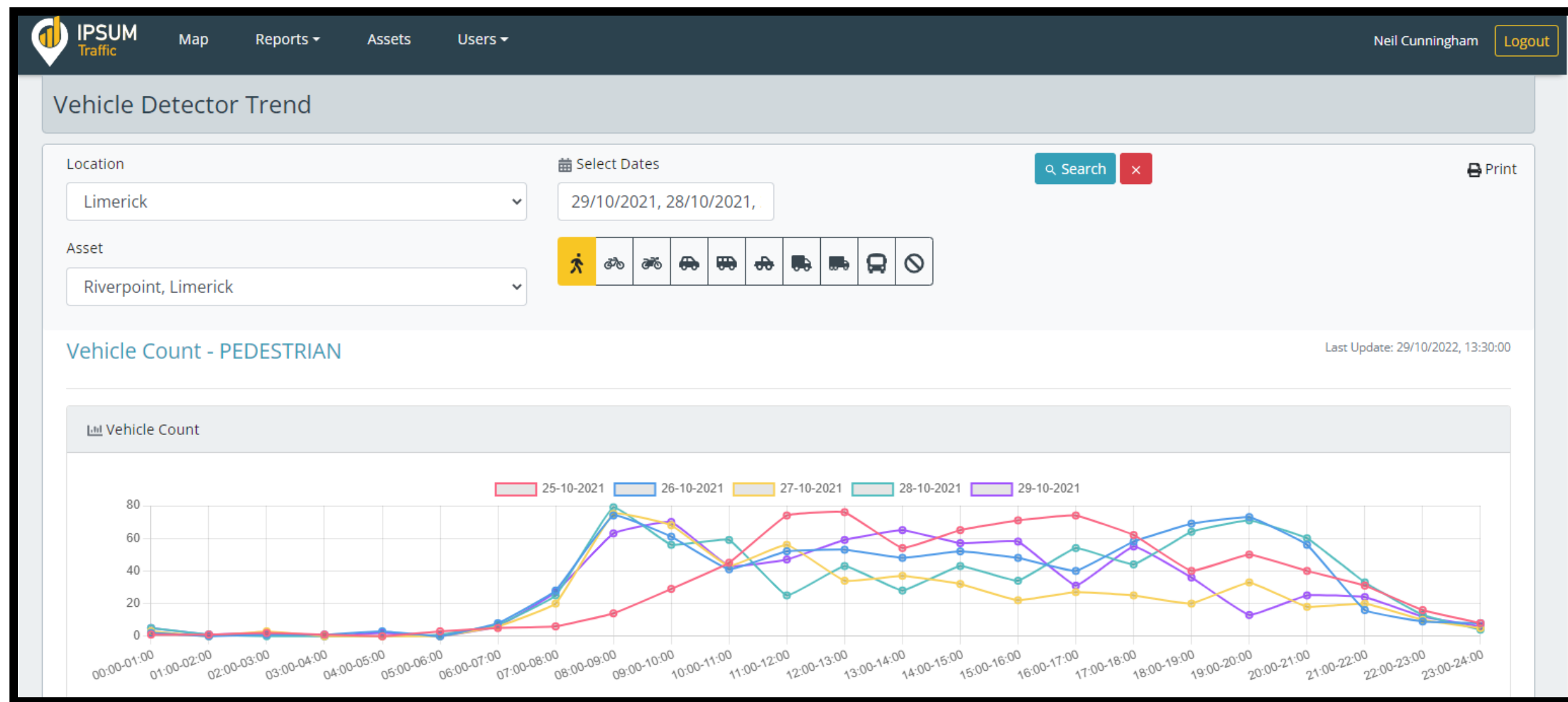
UMRR-0C Type 42  
sensor installed  
November 2020

Over 36 Months of  
Data Collected

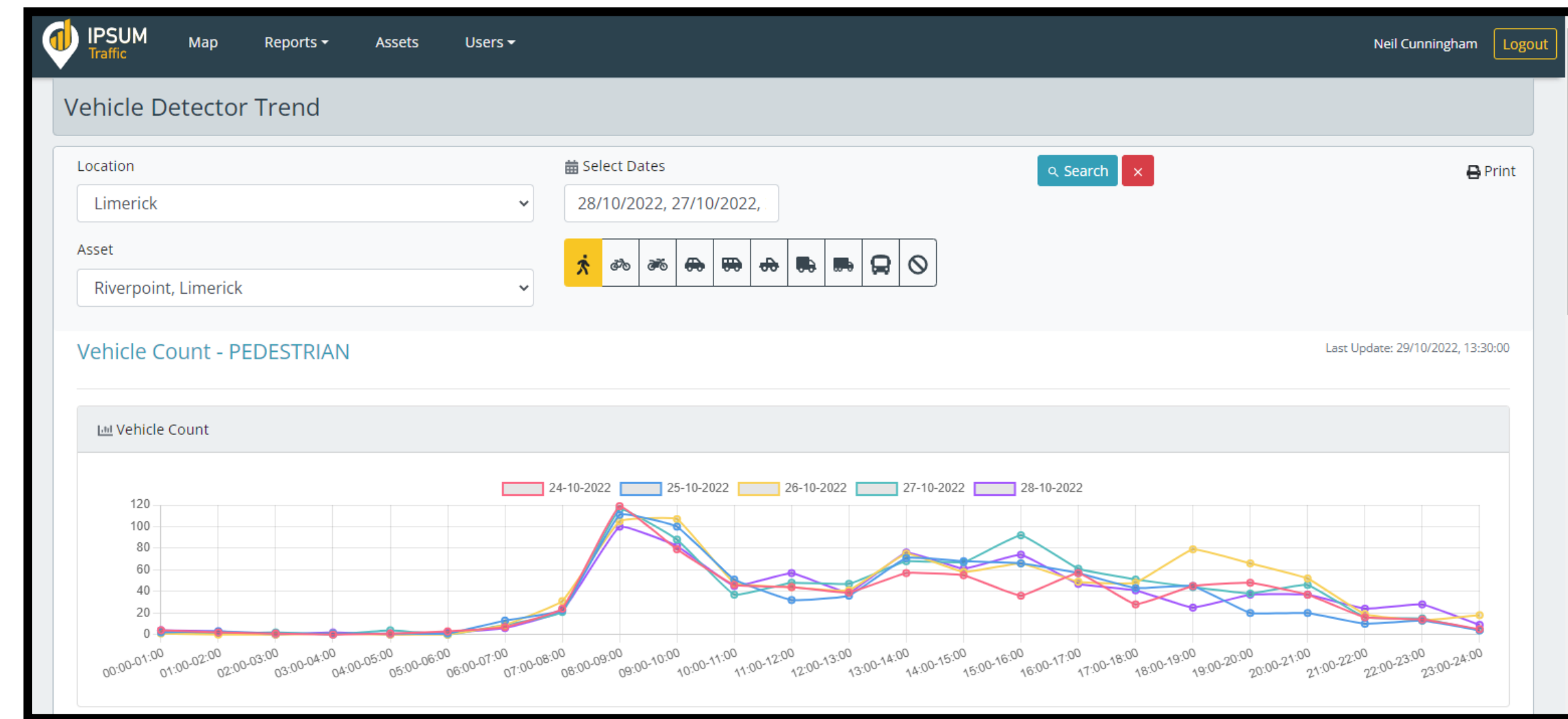
Introduction of Active  
Travel

Transition out of  
Covid-19 Restrictions

# Ipsum Traffic Comparative Data

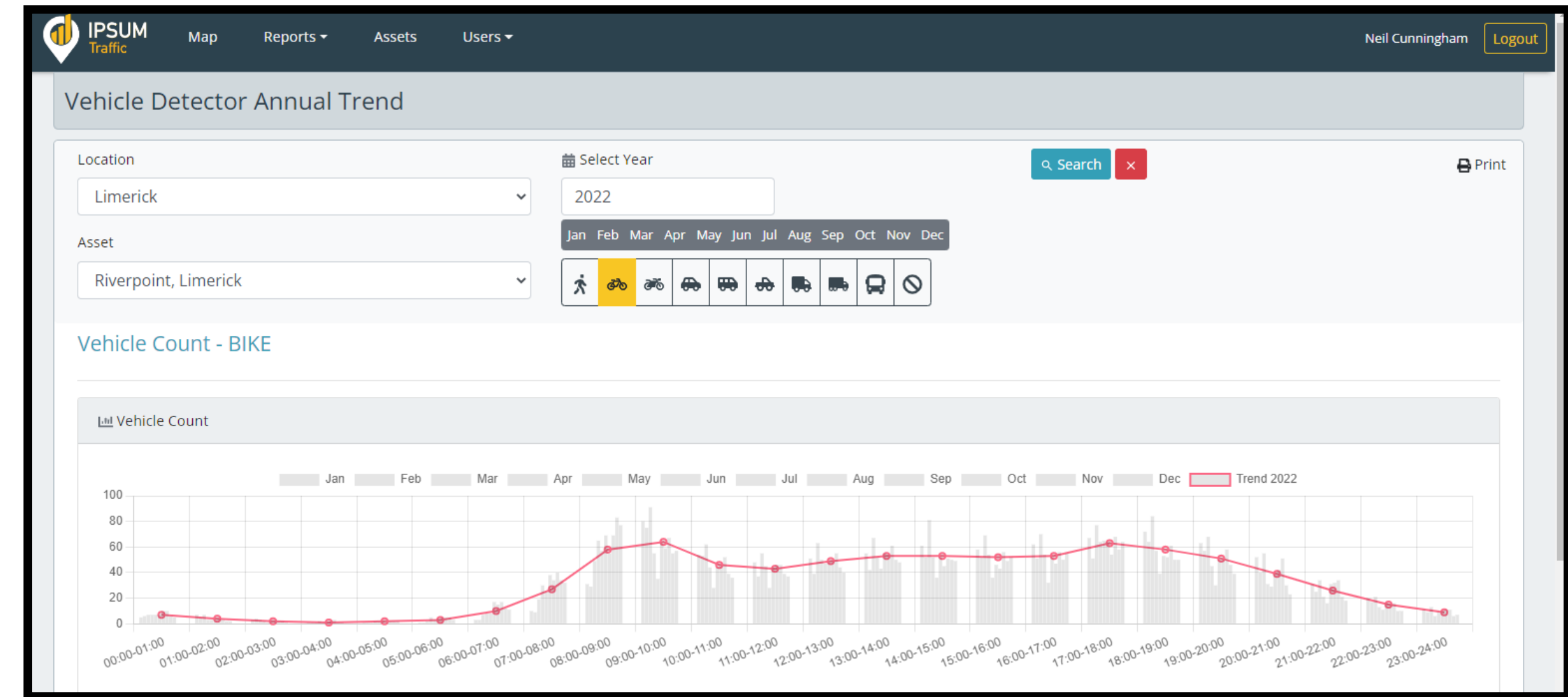
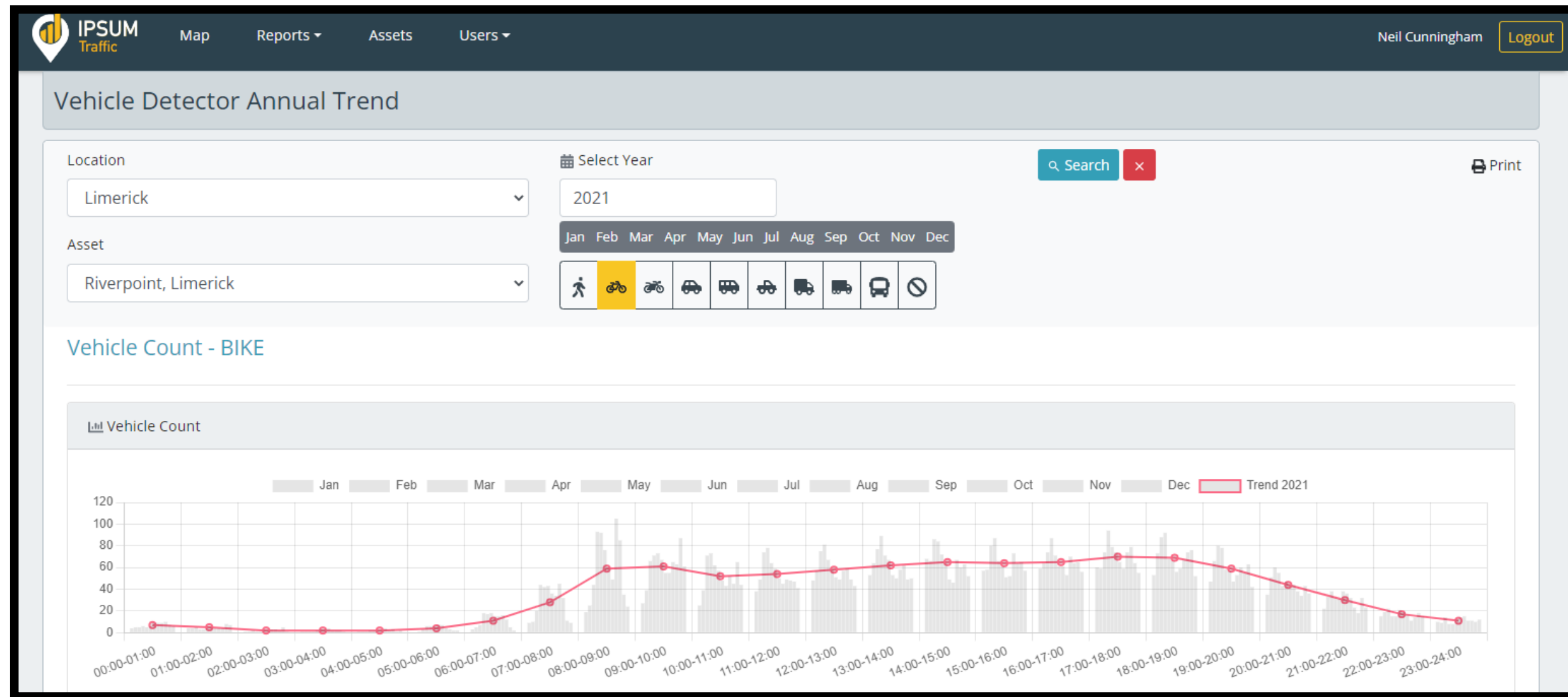


Riverpoint, Limerick City.  
Week 43, 2021  
Pedestrian Counts



Riverpoint, Limerick City.  
Week 43, 2022  
Pedestrian Counts

# Ipsum Traffic Comparative Data

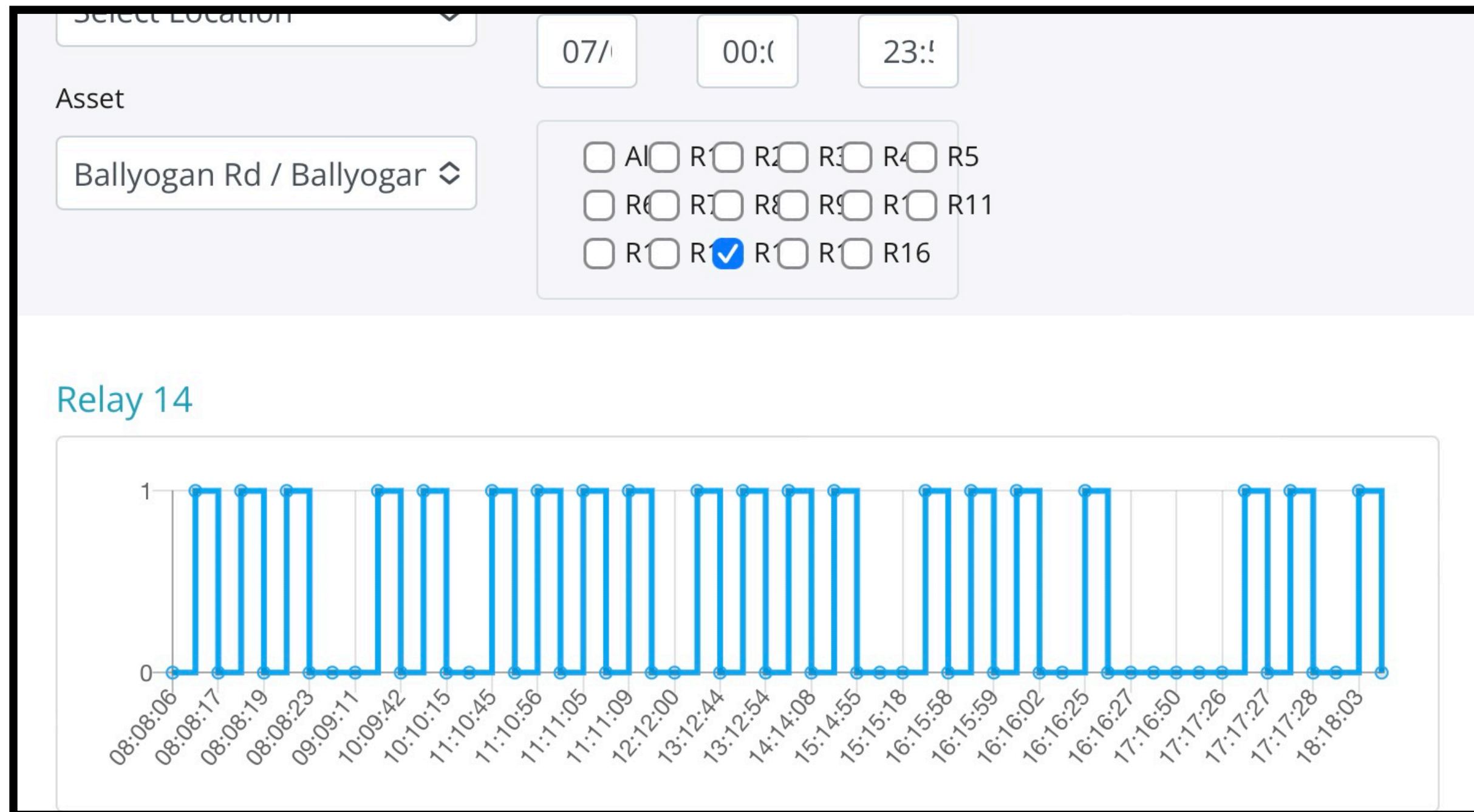


Riverpoint, Limerick City.  
Annual Bicycle Count  
2021

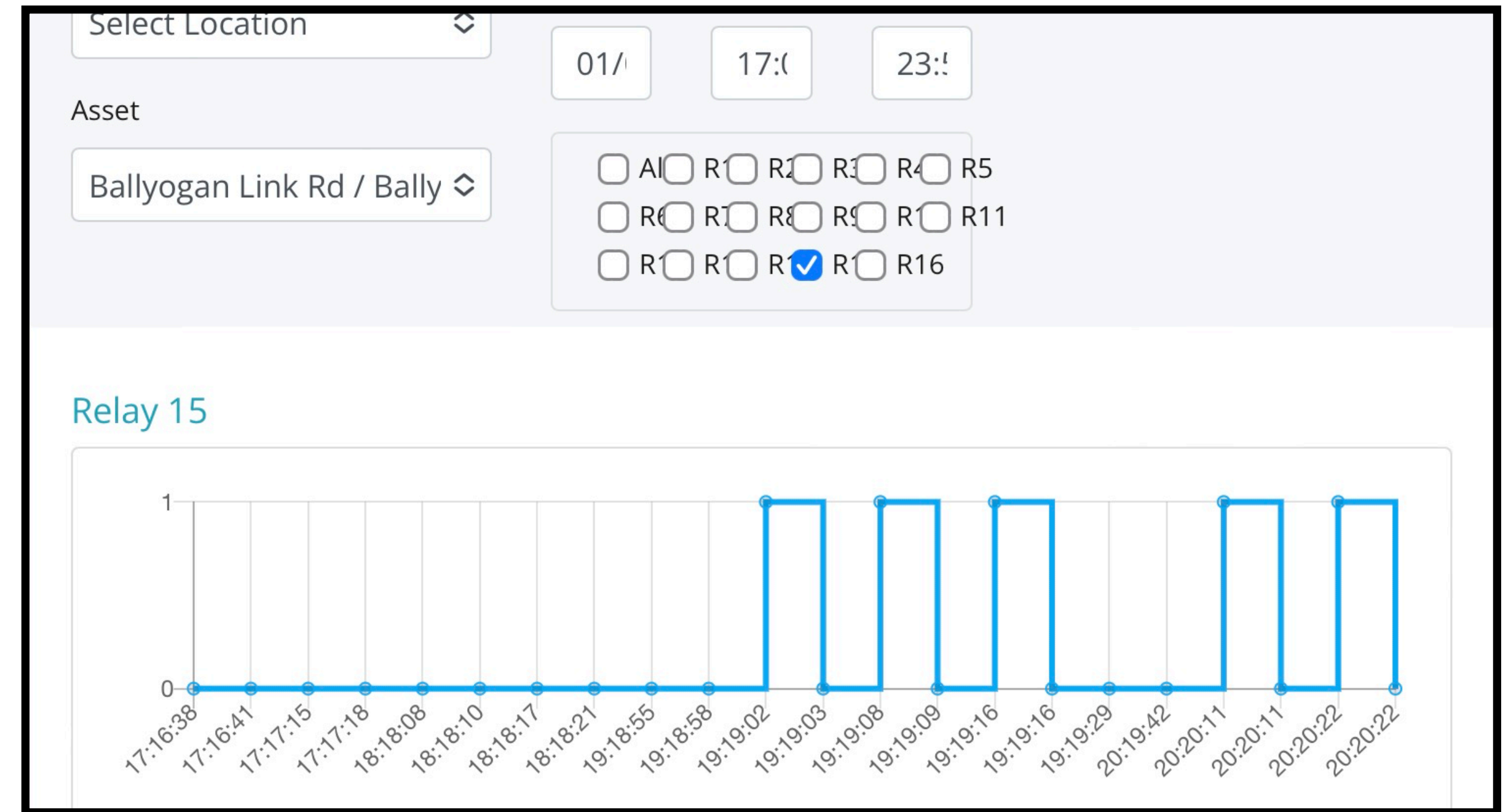
Riverpoint, Limerick City.  
Annual Bicycle Count  
2022

# Ipsium Traffic

## Queue Detection Data



Heavy Traffic Flow



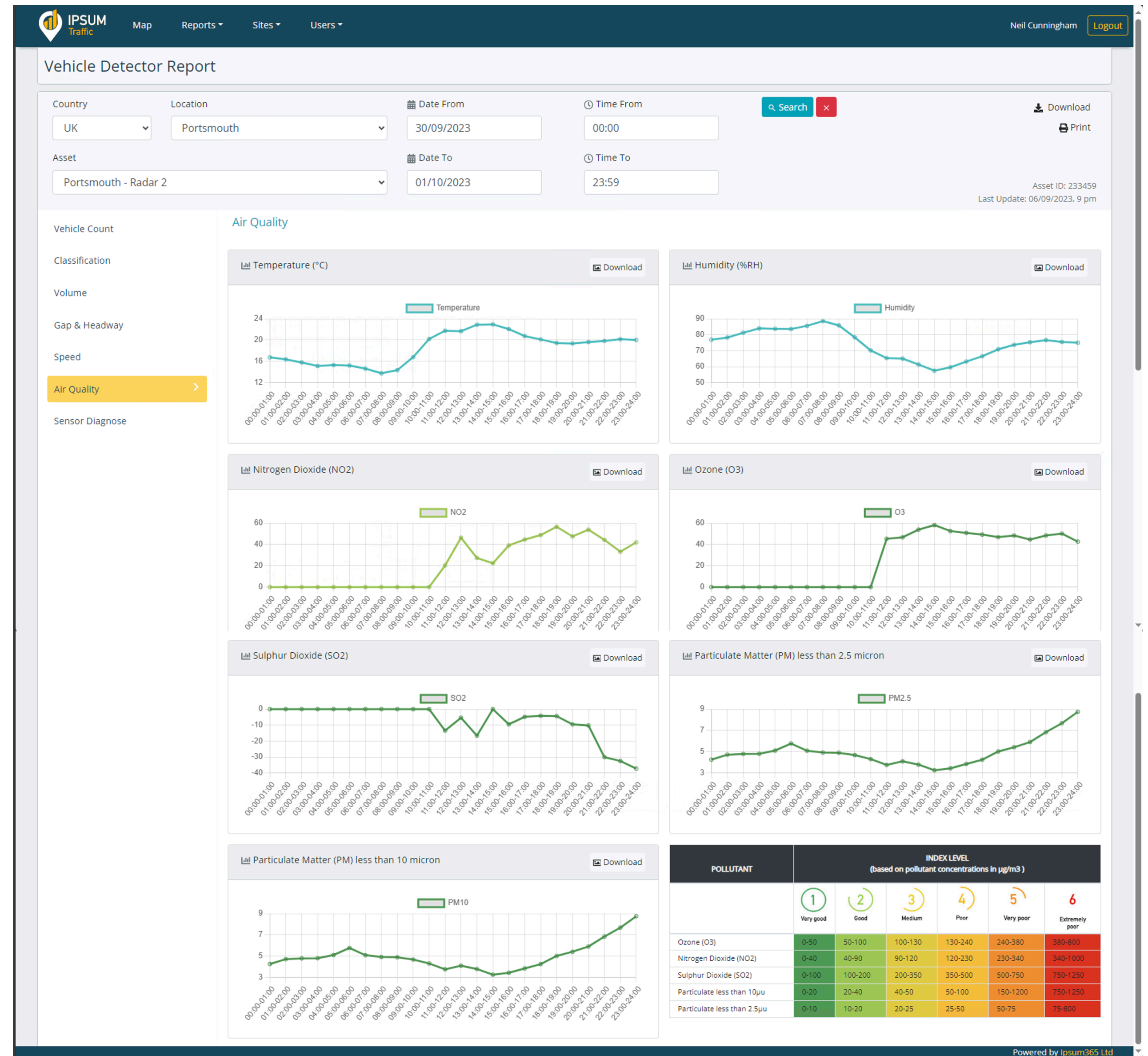
Light Traffic Flow

# Ipsum Traffic

## Air Quality Data

Ipsum Traffic integrates with air quality sensors enabling transport and environmental engineers to monitor the effects of traffic volumes on air quality in real-time.

Generate professional reports at one click.

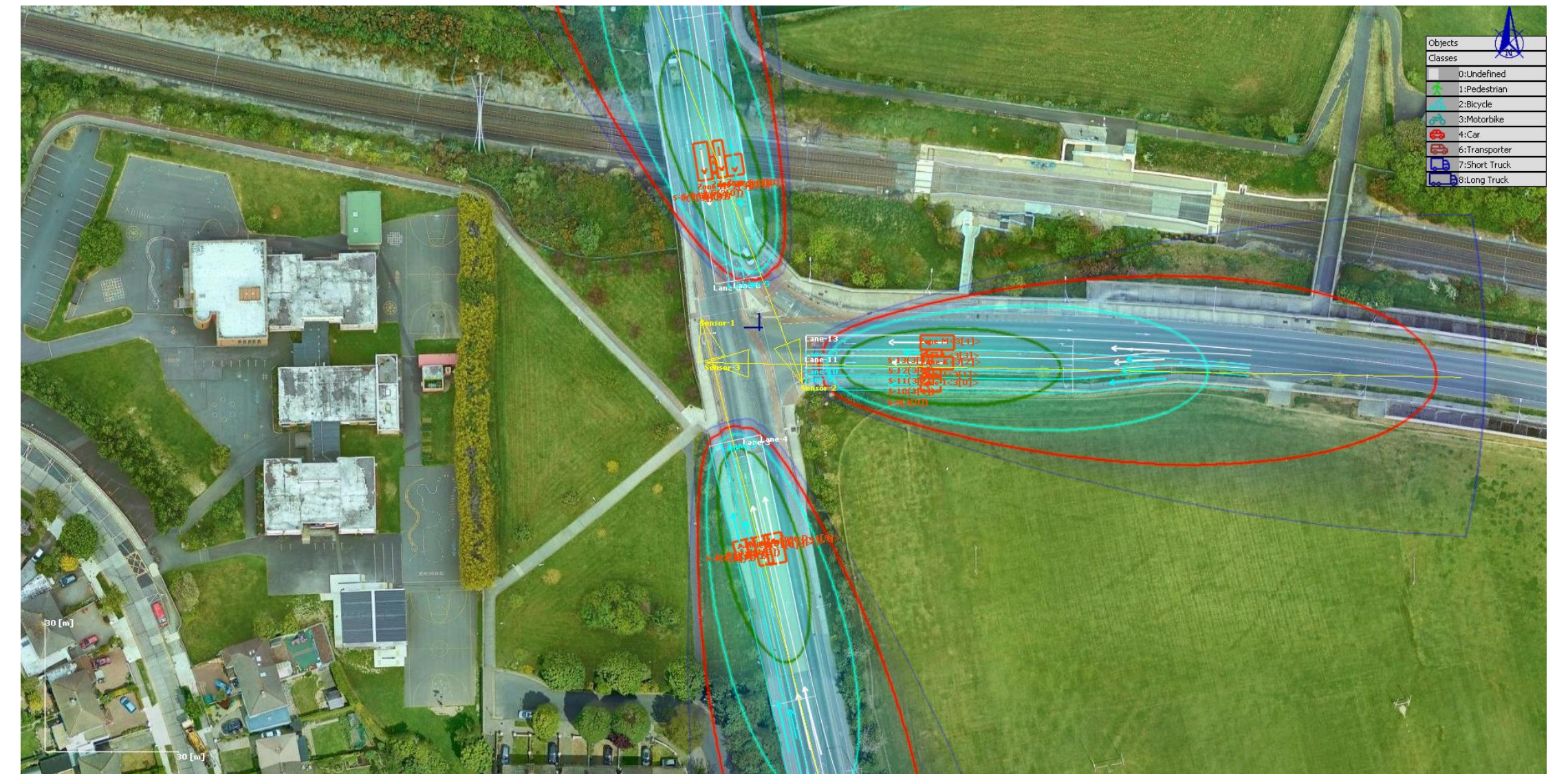


# Ipsium Traffic

## Sandyford Business District Sites



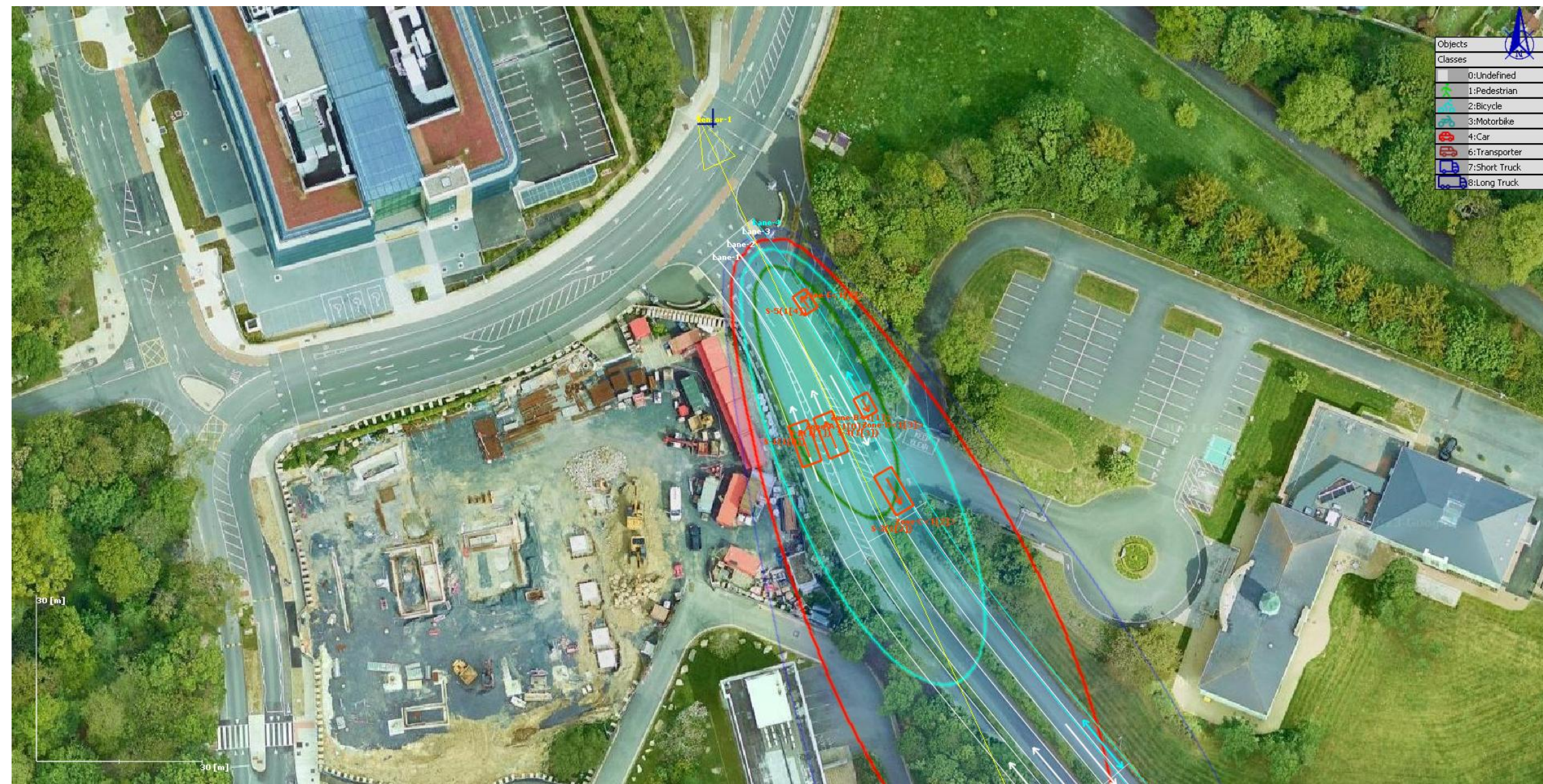
Blackthorn Ave - St Raphaela's



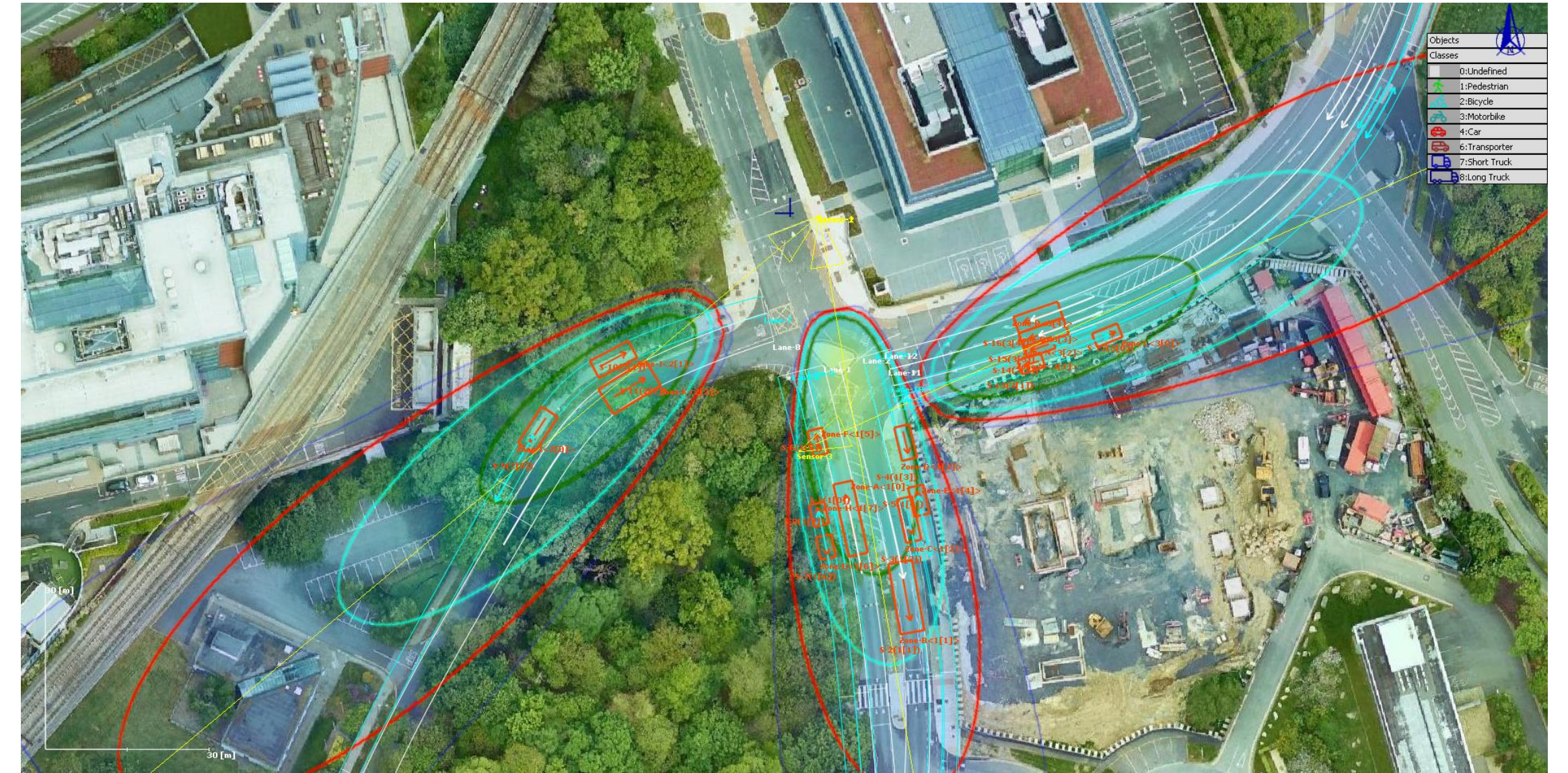
Drummartin Ave - Benildus

# Ipsium Traffic

## Sandyford Business District Sites



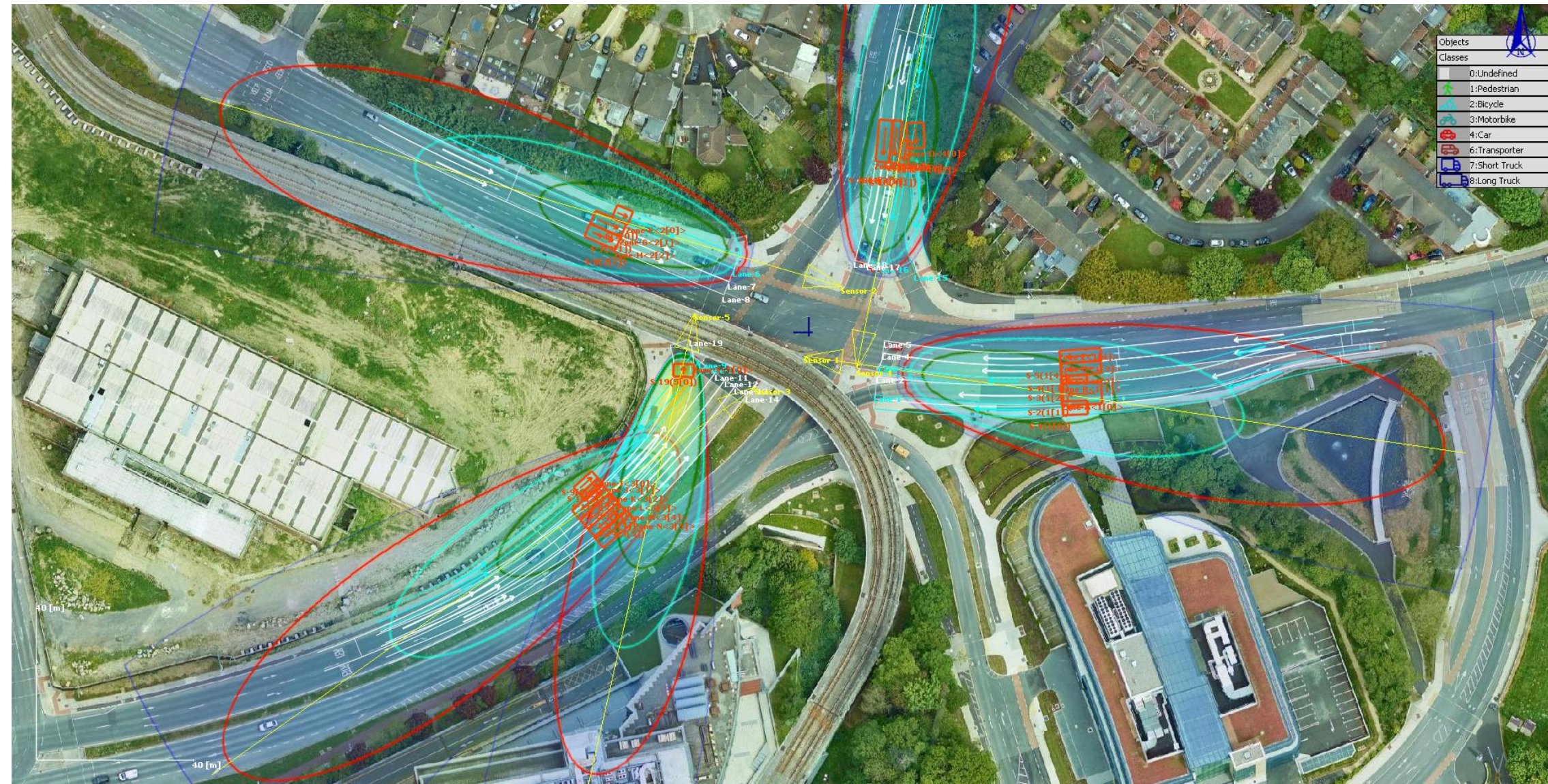
Leopardstown Link Road



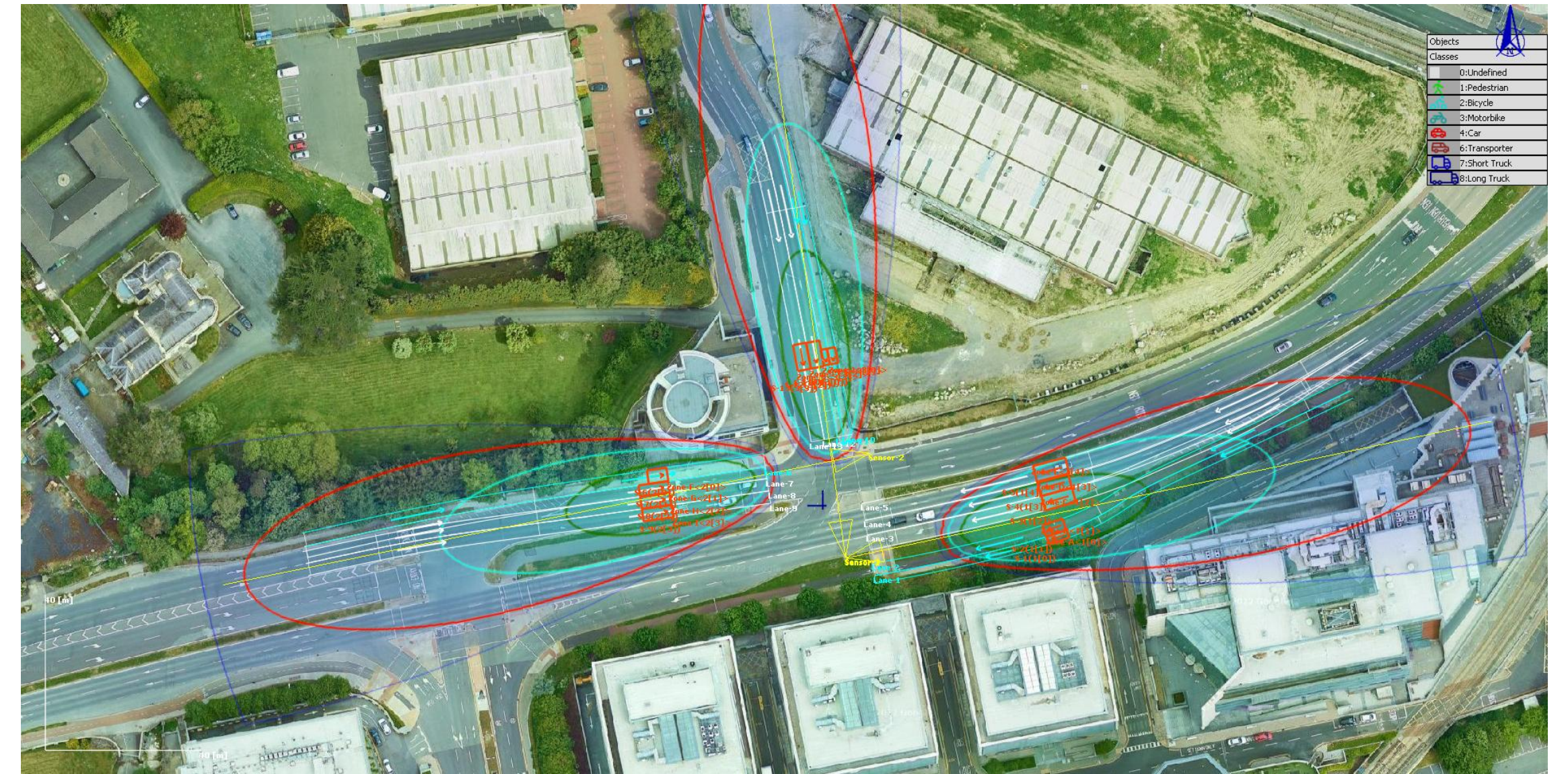
Leopardstown Link Out Road

# Ipsium Traffic

## Sandyford Business District Sites



N31 - Burton Hall

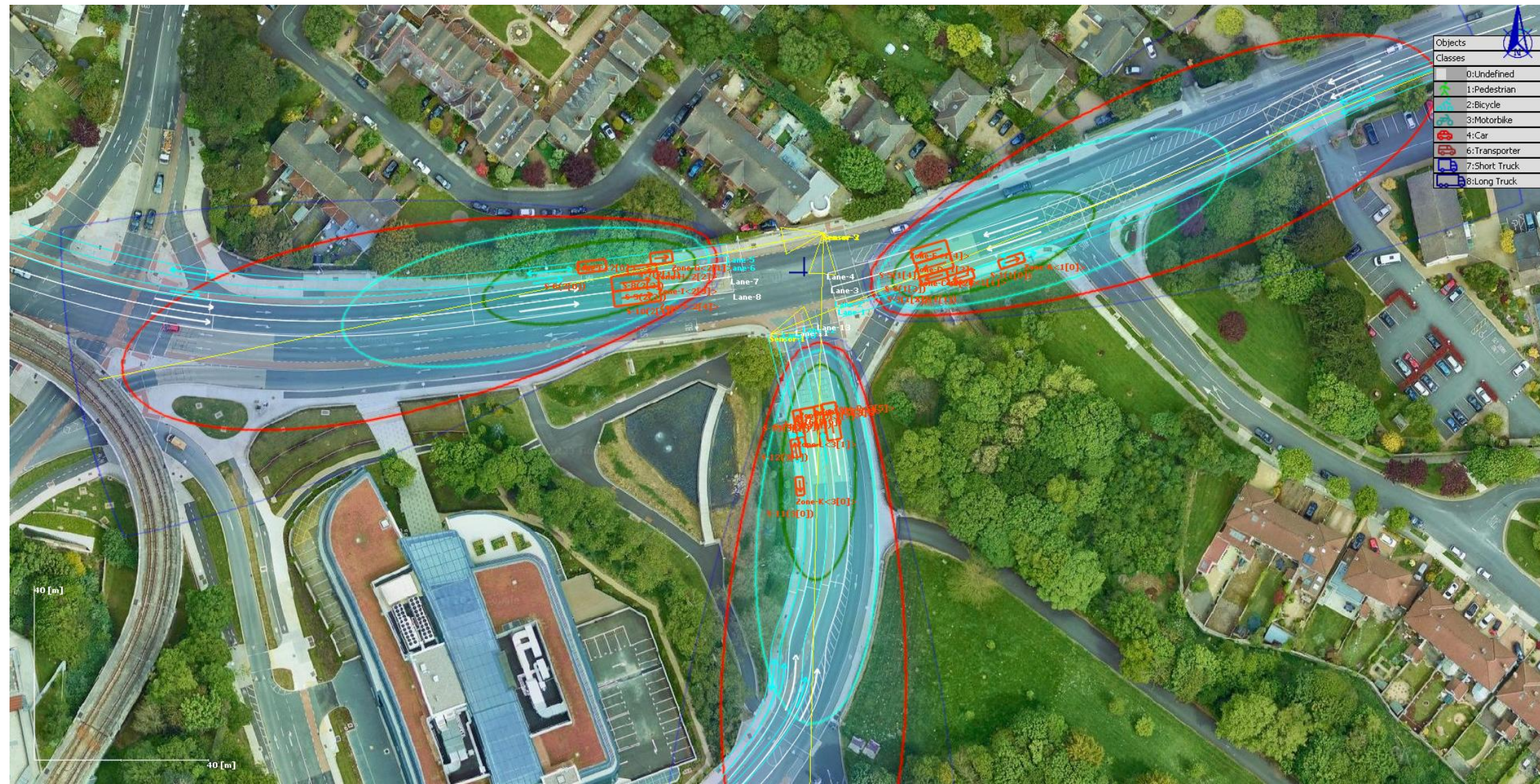


N31 - Tipperstown



# Ipsium Traffic

## Sandyford Business District Sites



R113 - Leopardstown Link Road

# Thank You.

## Contact Details:

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