Ipsum Traffic

Statistical Data Visualisation Software

Ipsum 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
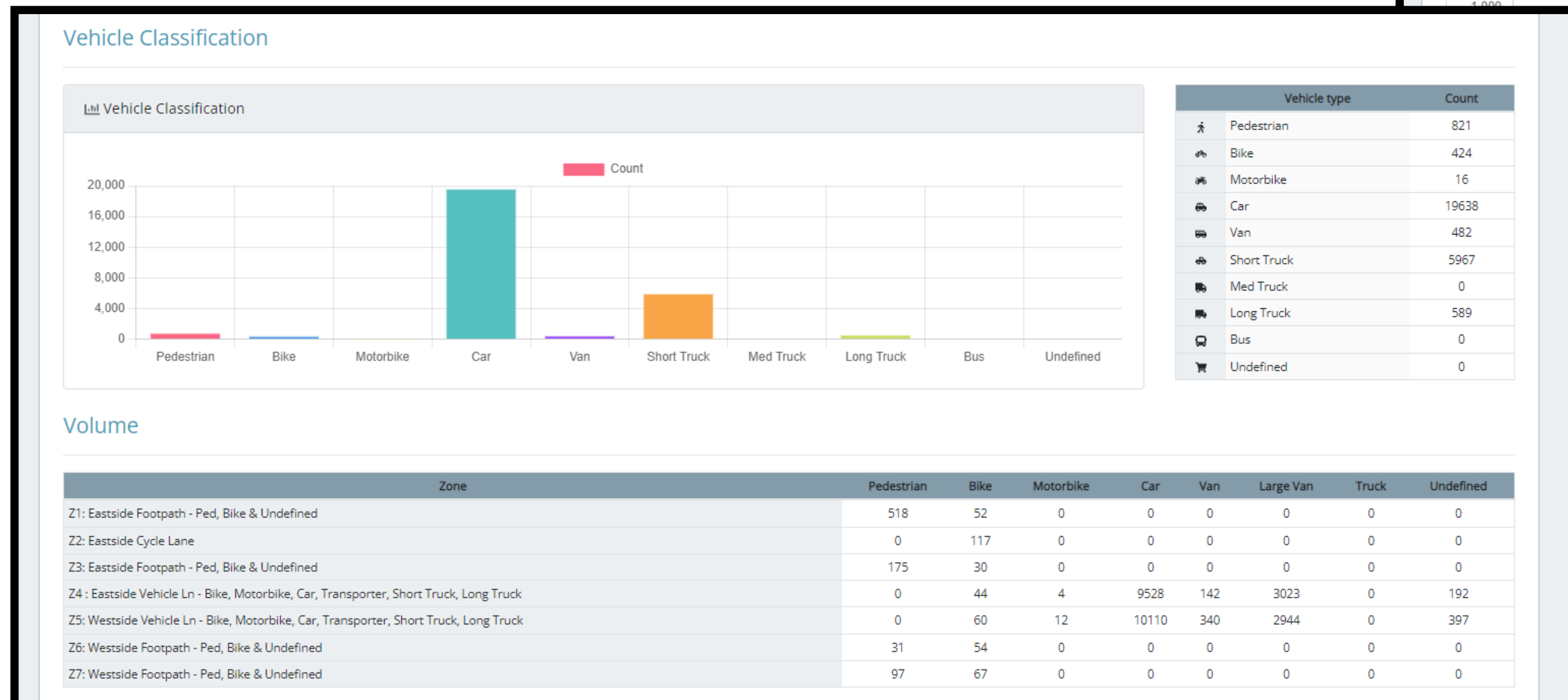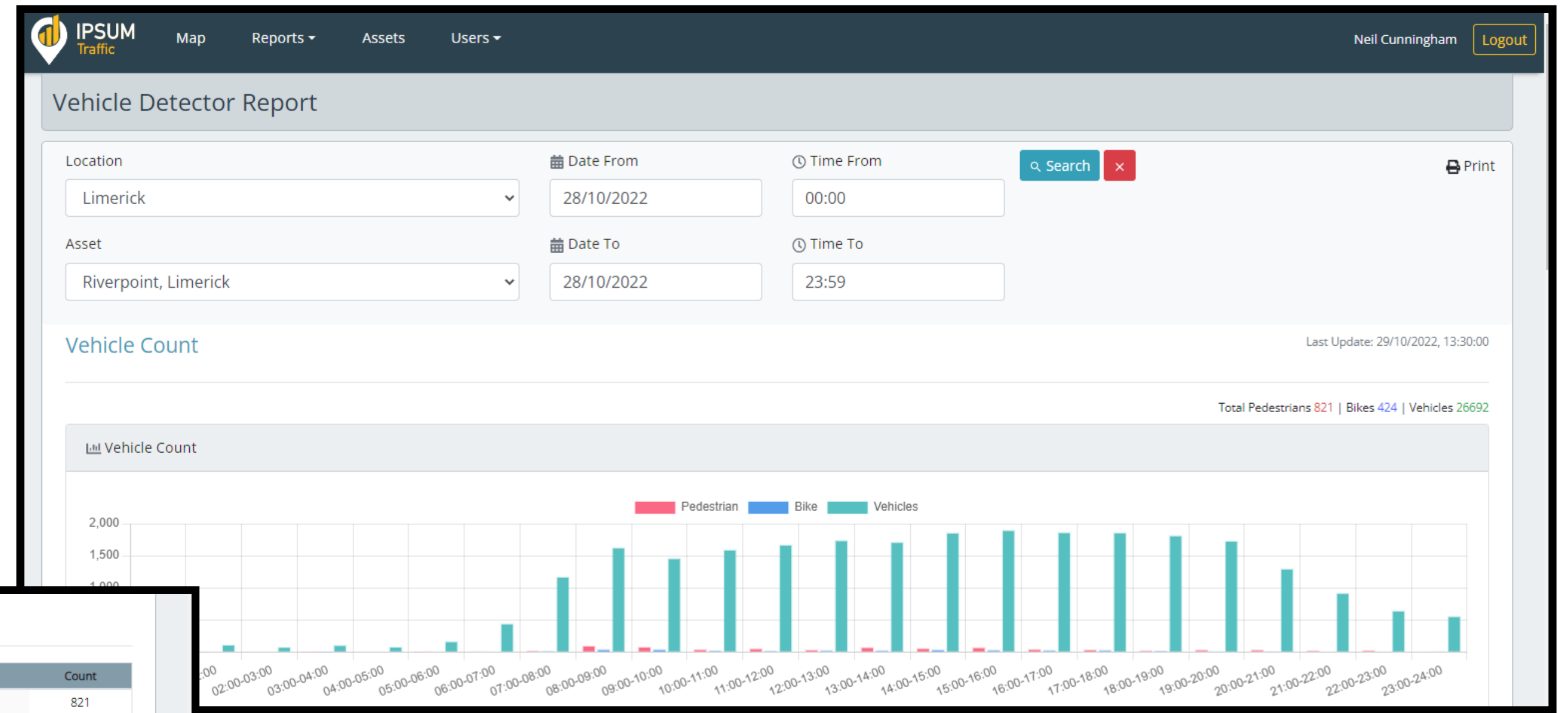
  - Air Quality Data

CIVIC

The Importance of Data
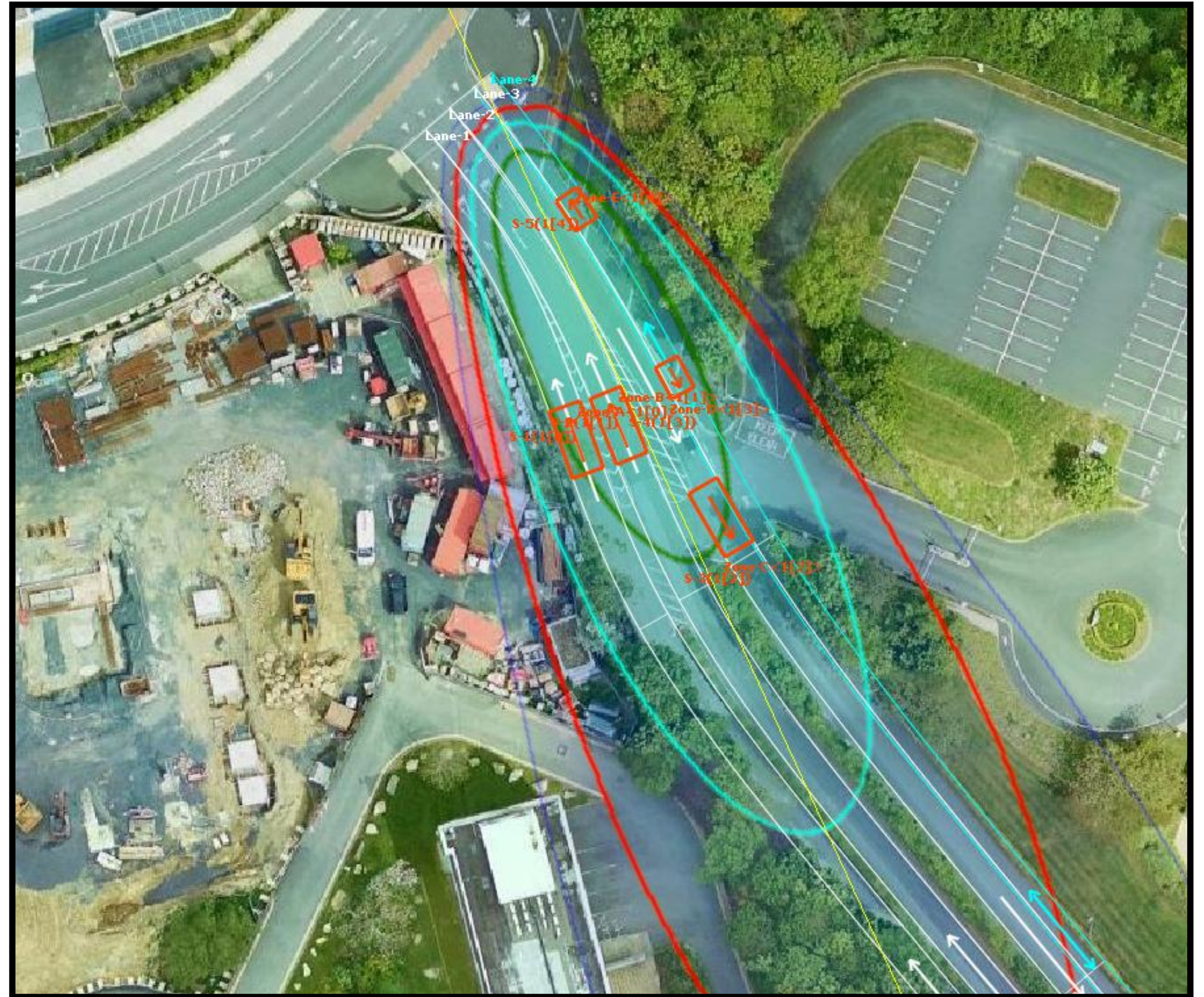## Data Is The New Oil...

Live Statistical Data
- Web Ipsum Portal
- Mobile Device
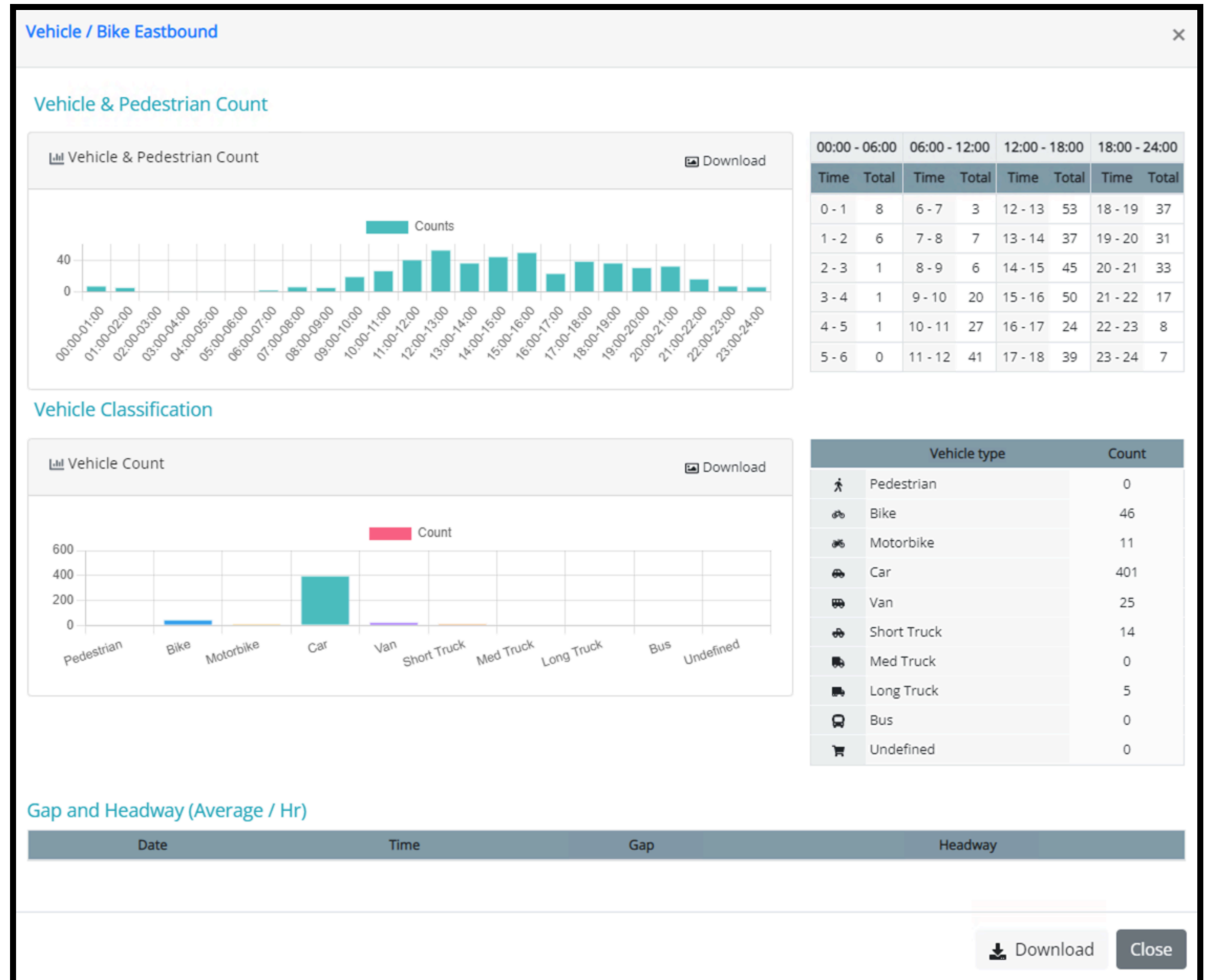- API

Ipsum 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

Ipsum 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

Ipsum Traffic
Make Informed Decisions

- Safe Cycle Schemes

- Budget Preparation

- Public Consultation

- Realtime Data

- Planning

- Design

- Trend Counts
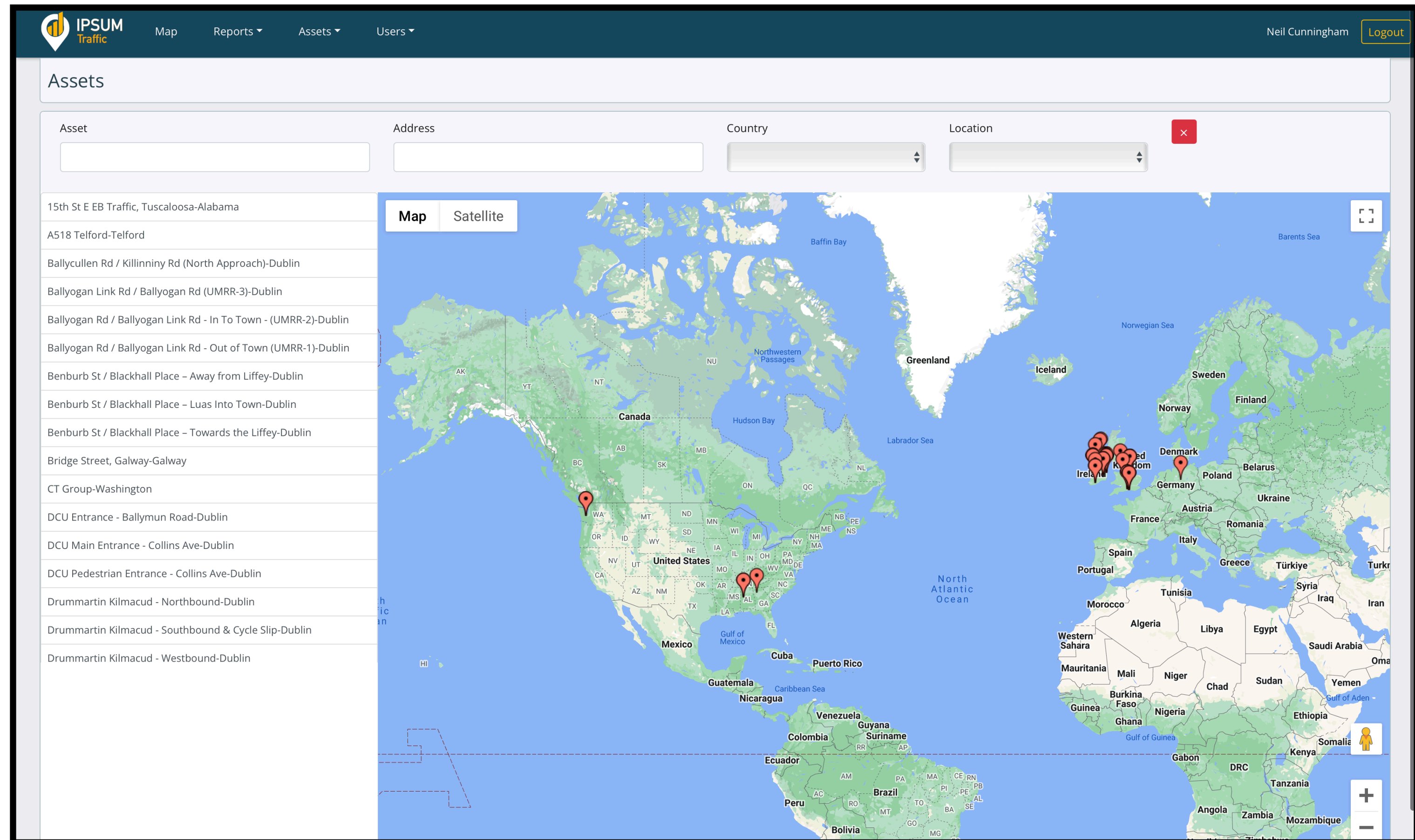
- Validation

CIVIC

Ipsum Traffic
Existing Installations

- Ireland / Europe

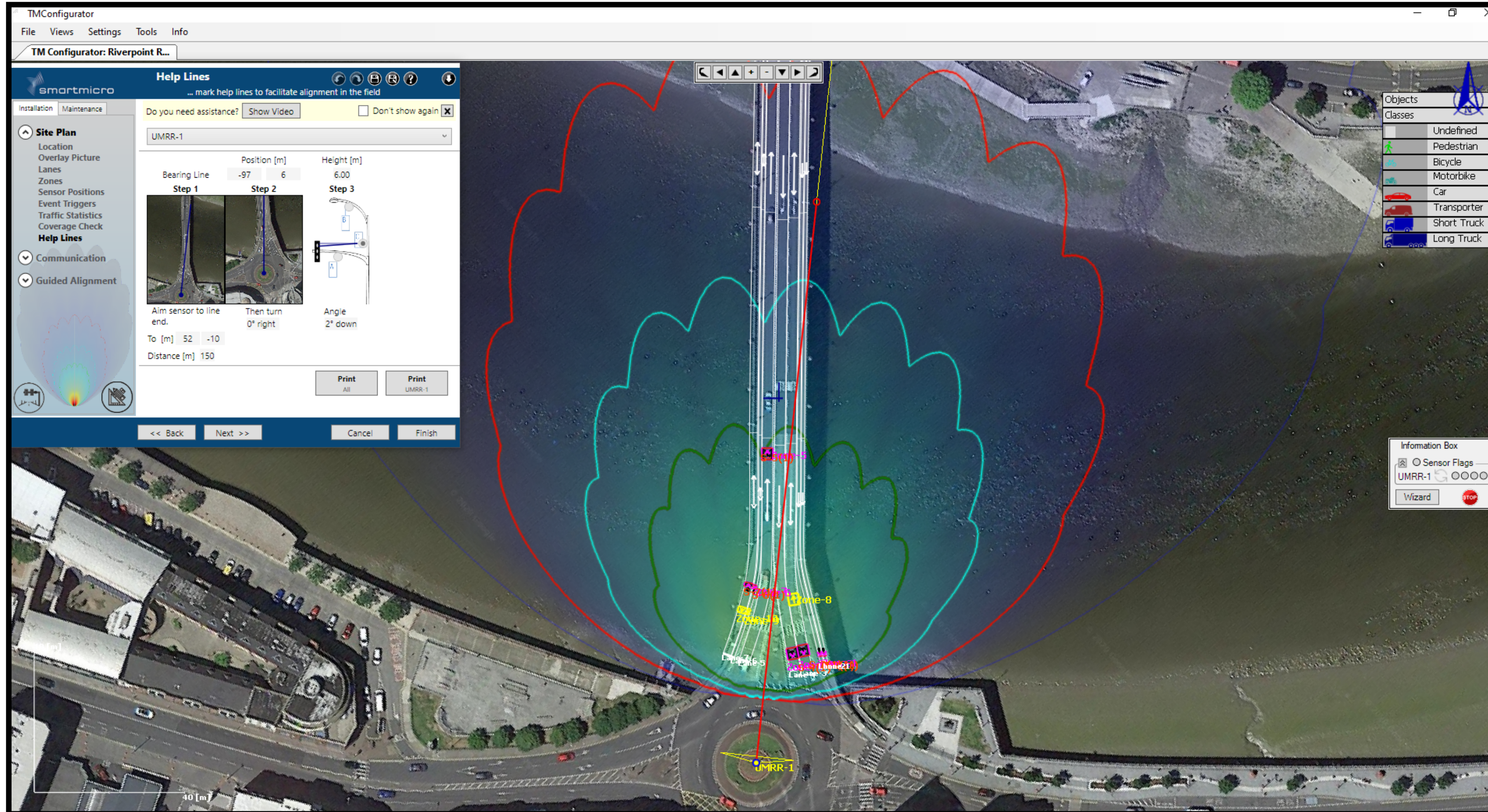- United Kingdom

- United States of America

- Australia

Over 350+ Ipsum Sites Installed Worldwide

CIVIC

Ipsum Traffic
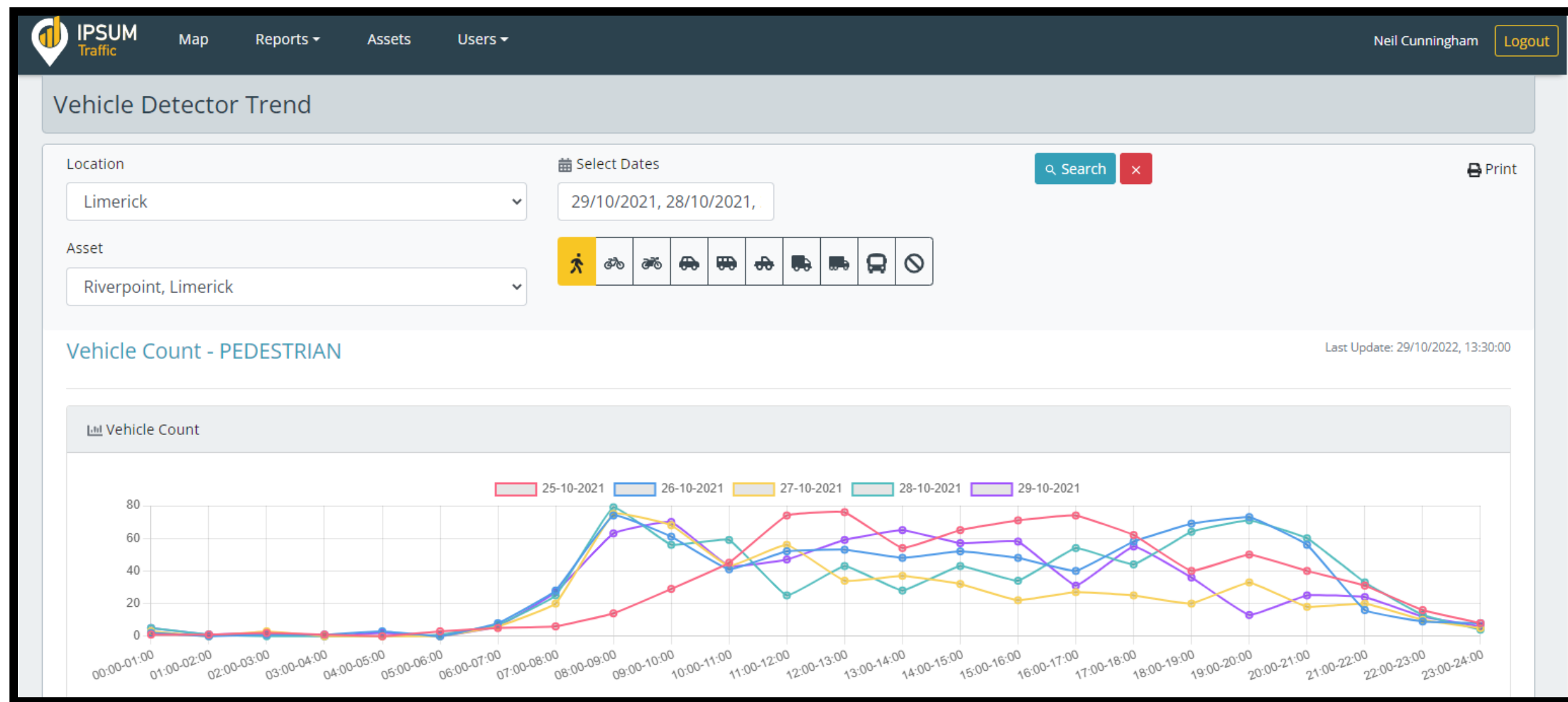## Riverpoint, Shannon Bridge, Limerick City

UMRR-0C Type 42 sensor installed November 2020

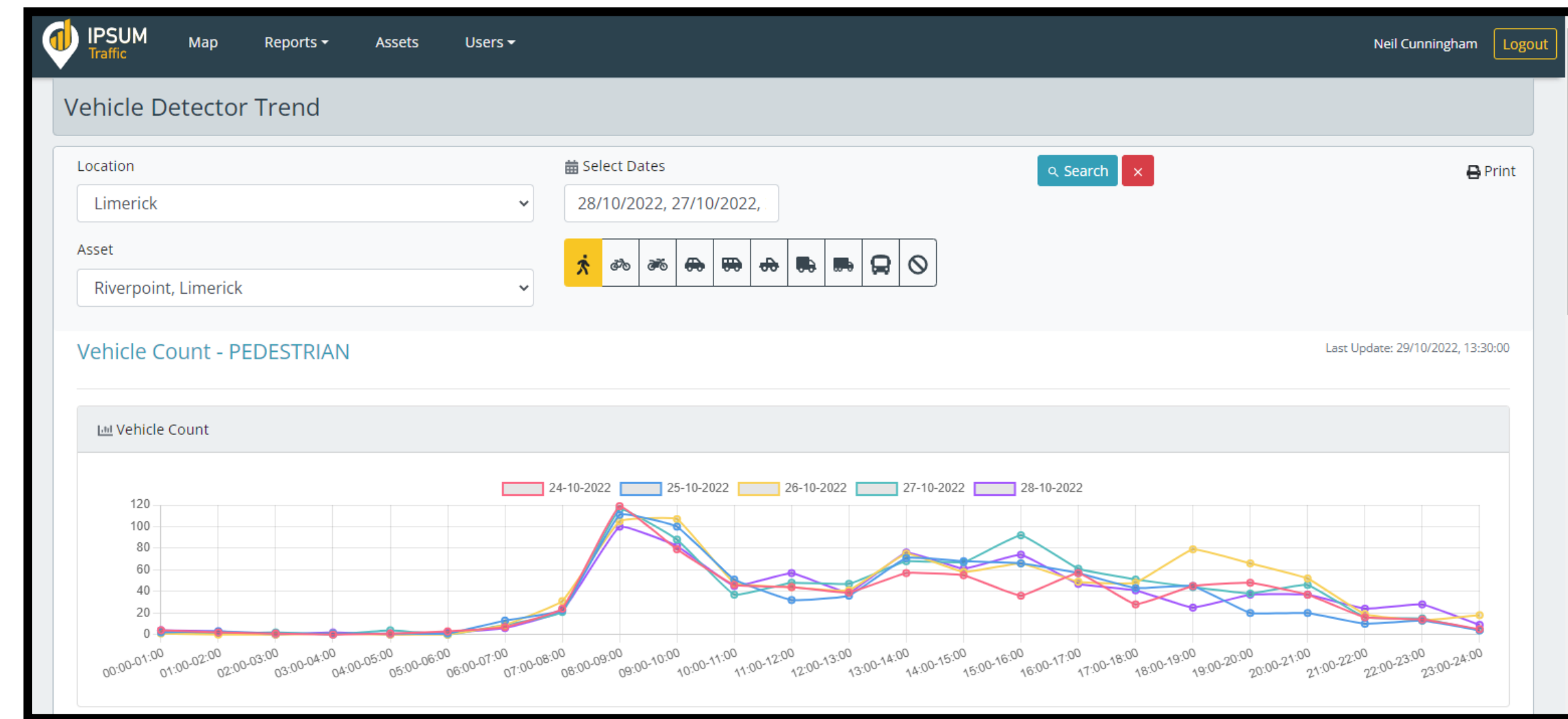Over 36 Months of Data Collected

Introduction of Active Travel

Transition out of Covid-19 Restrictions

Ipsum Traffic
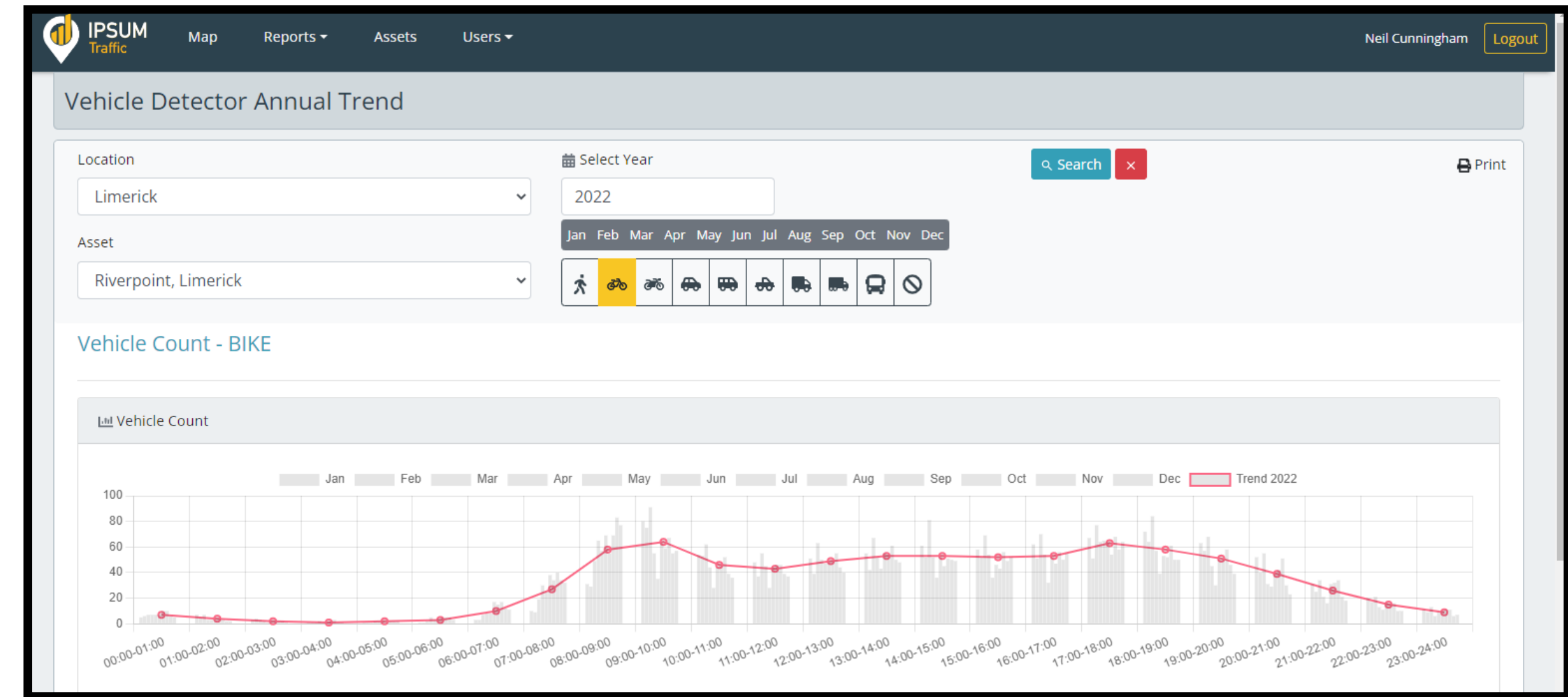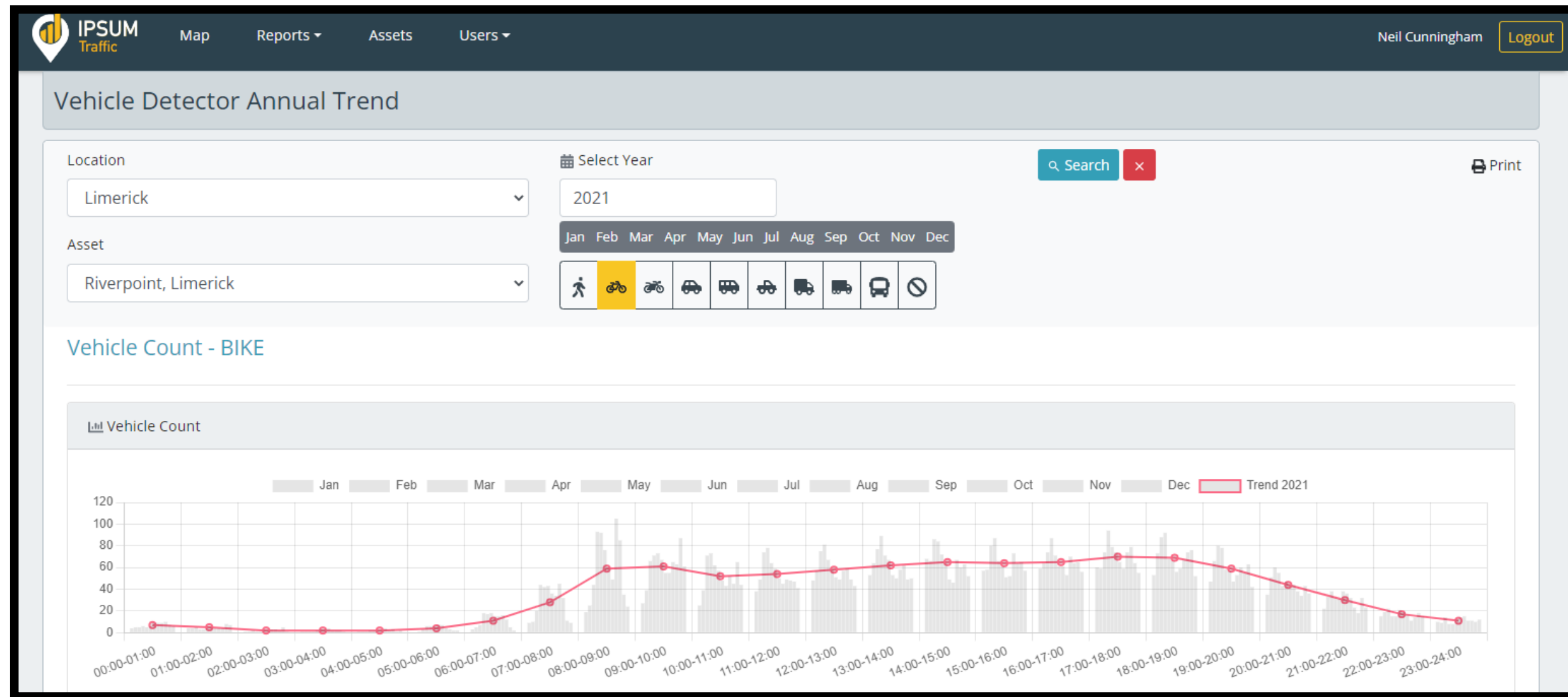## Comparative Data

Riverpoint, Limerick City.

Week 43, 2021

Pedestrian Counts

Riverpoint, Limerick City.

Week 43, 2022

Pedestrian Counts

Ipsum Traffic
Comparative Data

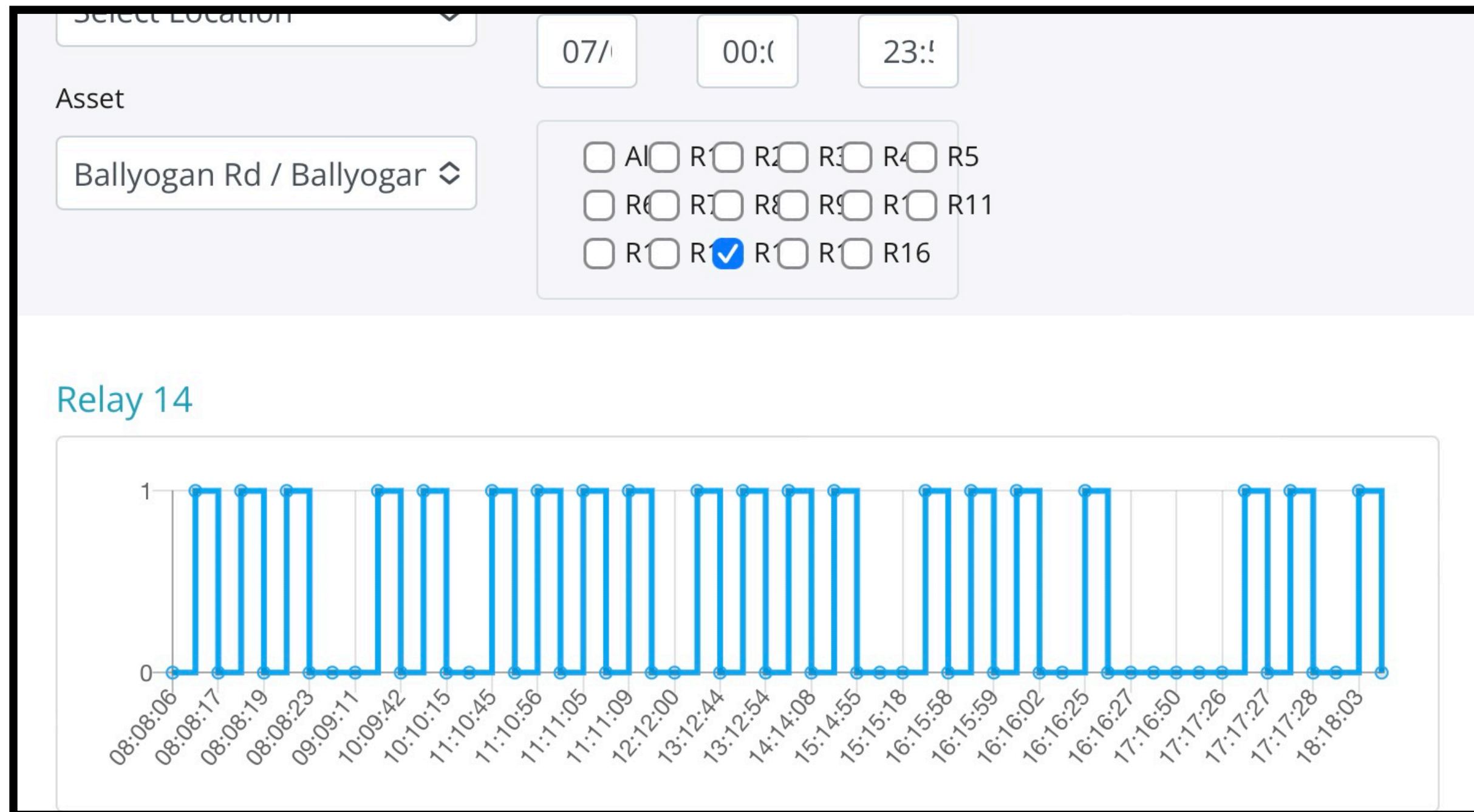
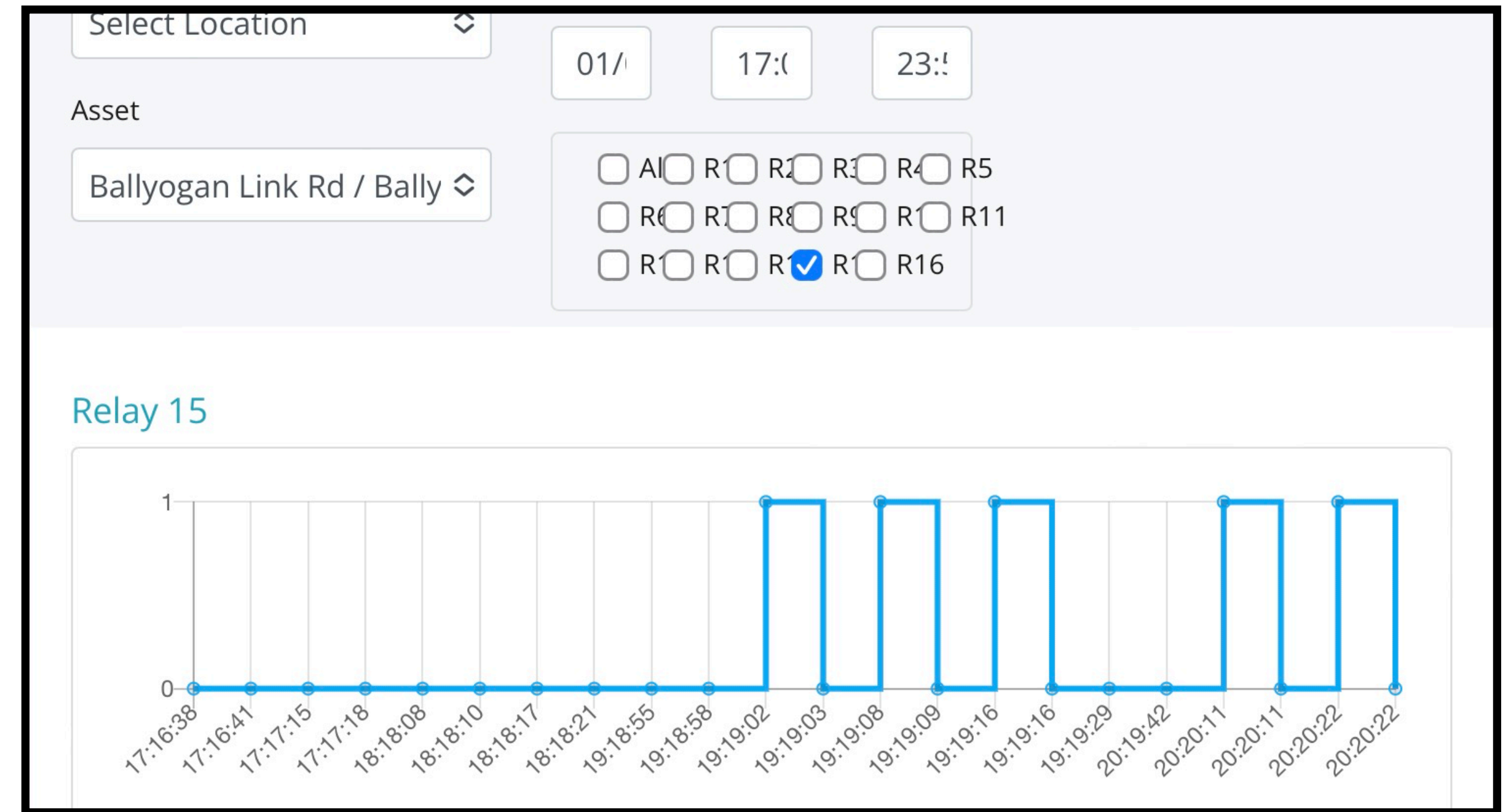Riverpoint, Limerick City.

Annual Bicycle Count

2021

Riverpoint, Limerick City.

Annual Bicycle Count

2022

Ipsum Traffic
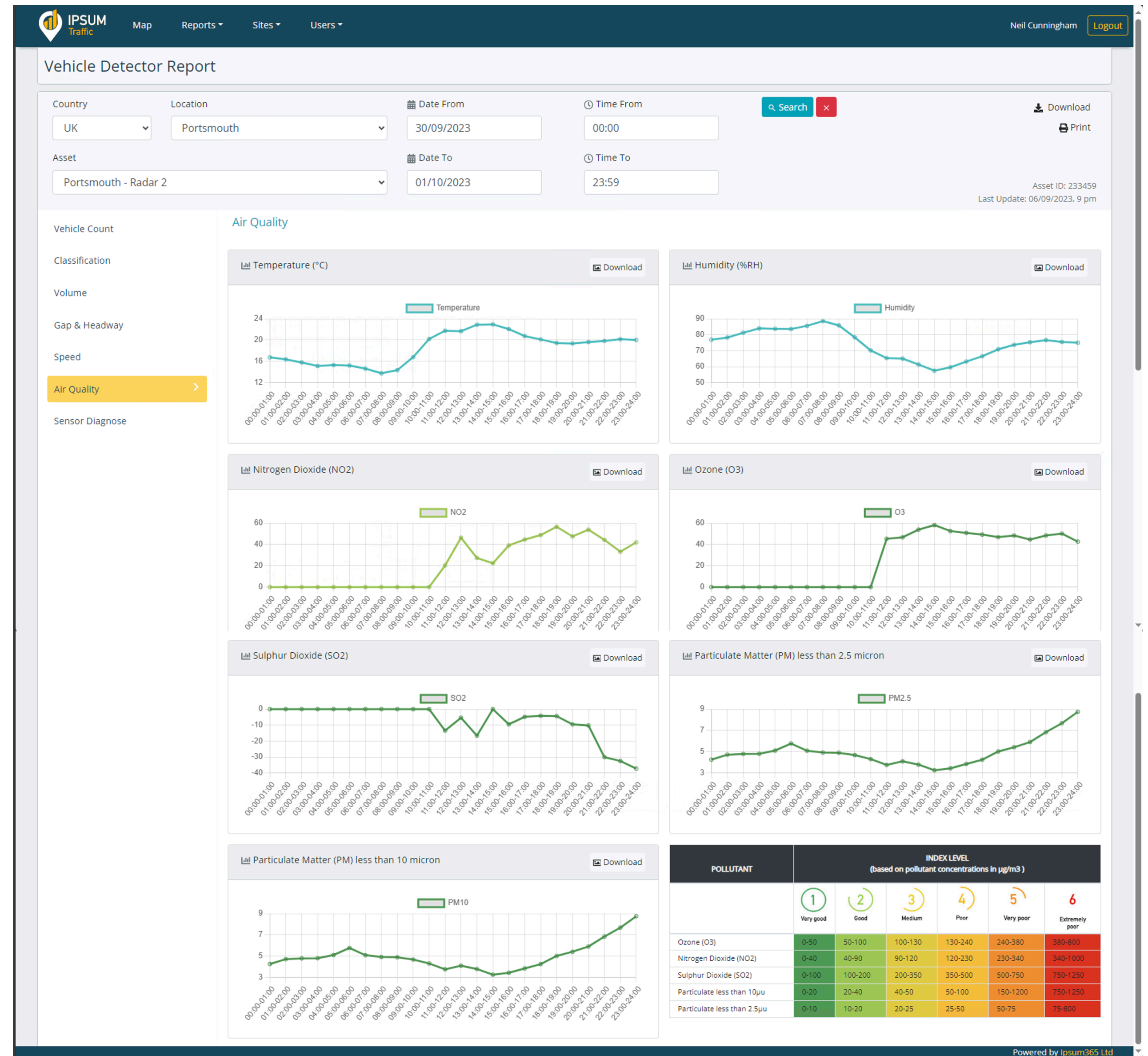## Queue Detection Data

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.
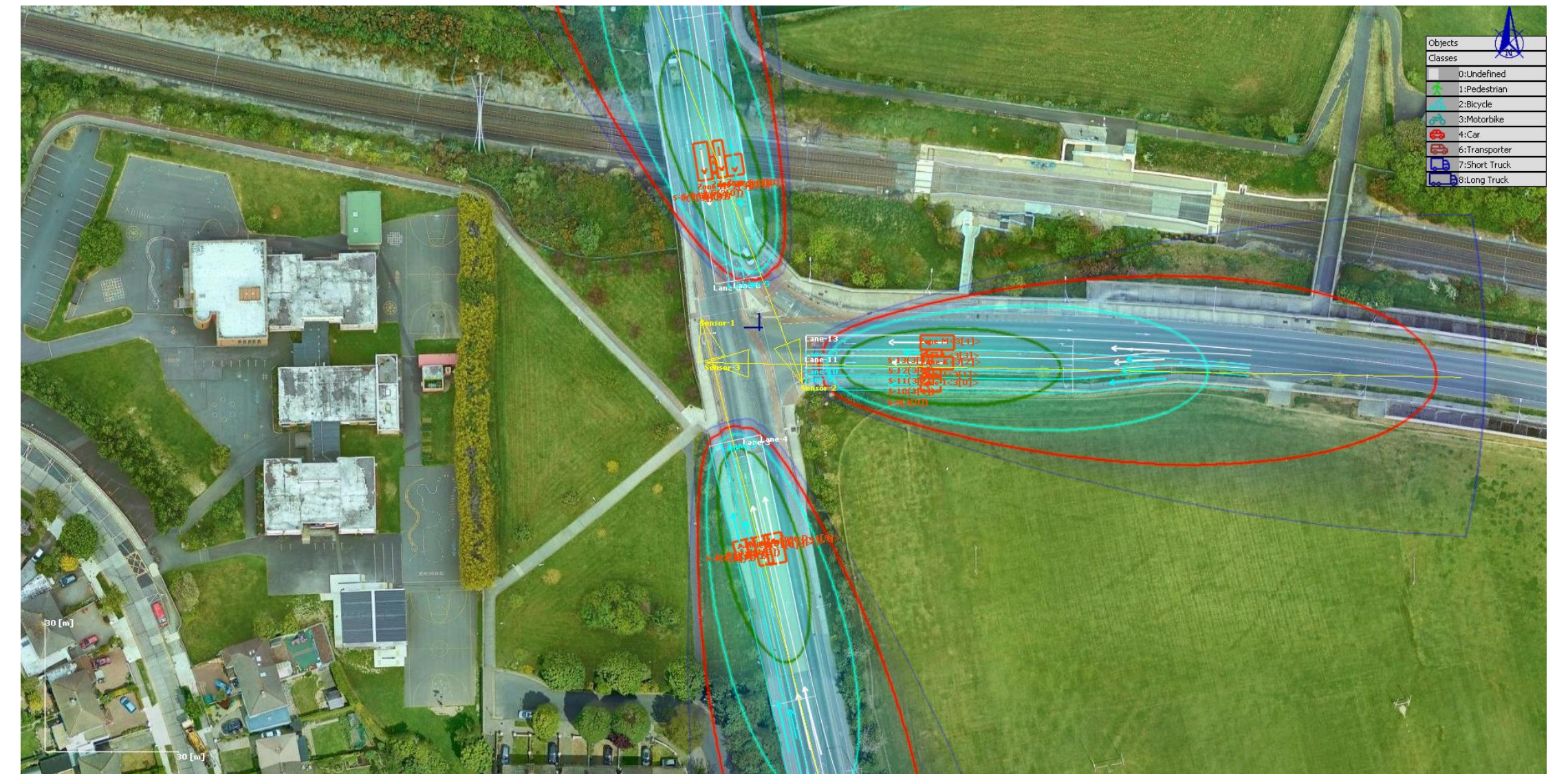
Generate professional reports at one click.
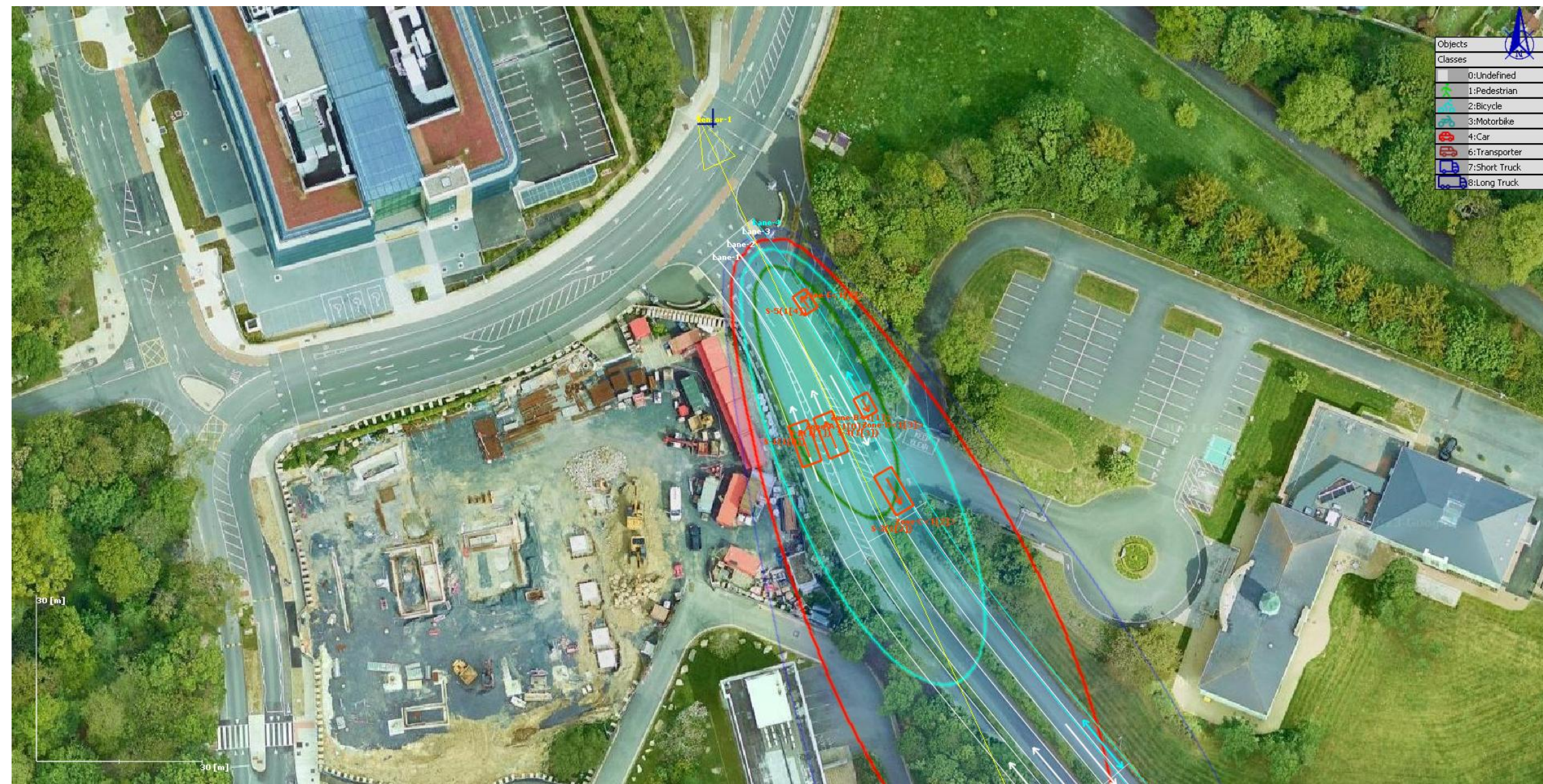
Ipsum Traffic
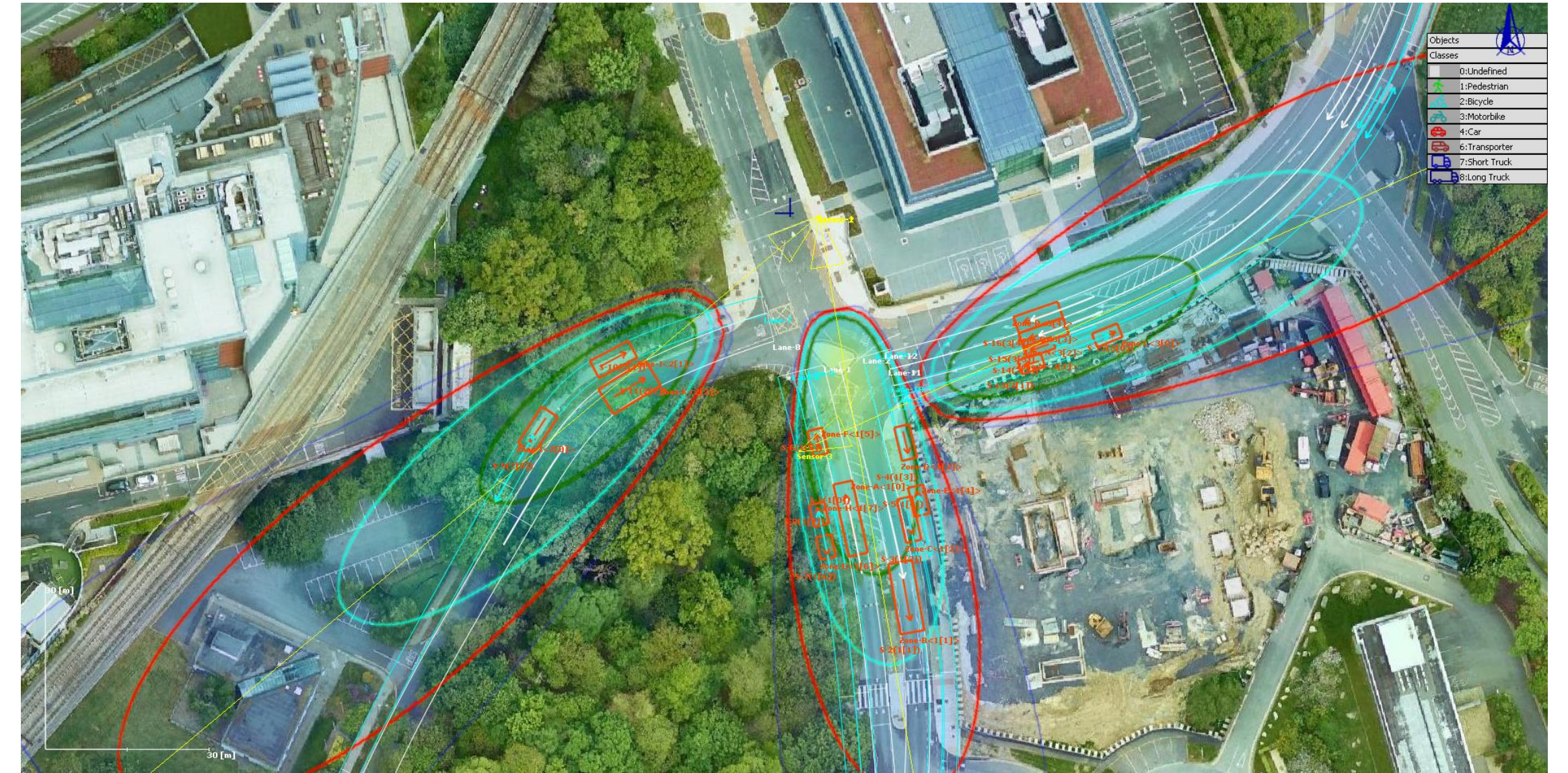## Sandyford Business District Sites

Blackthorn Ave - St Raphaela's

Drummartin Ave - Benildus
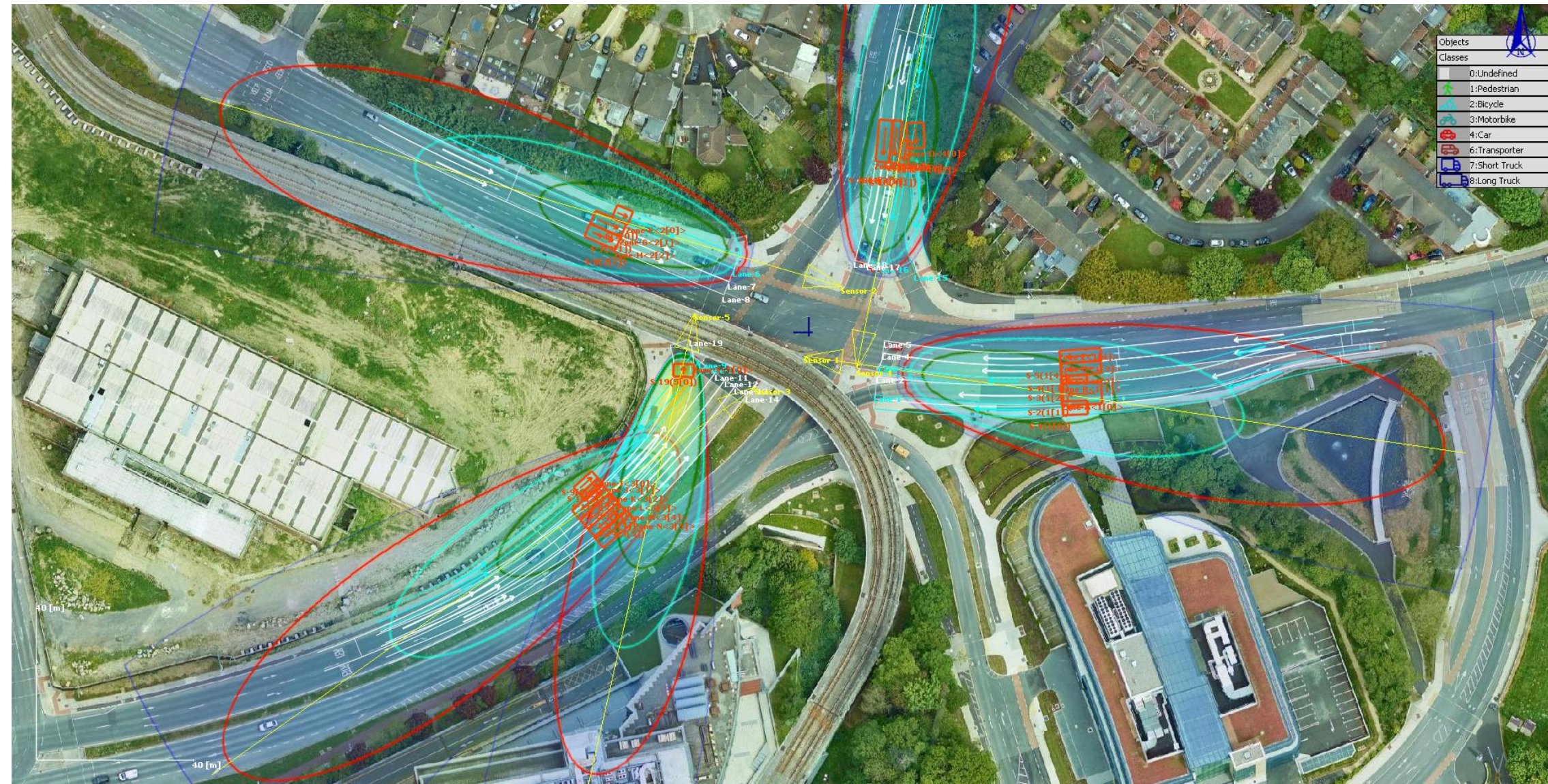
Ipsum Traffic
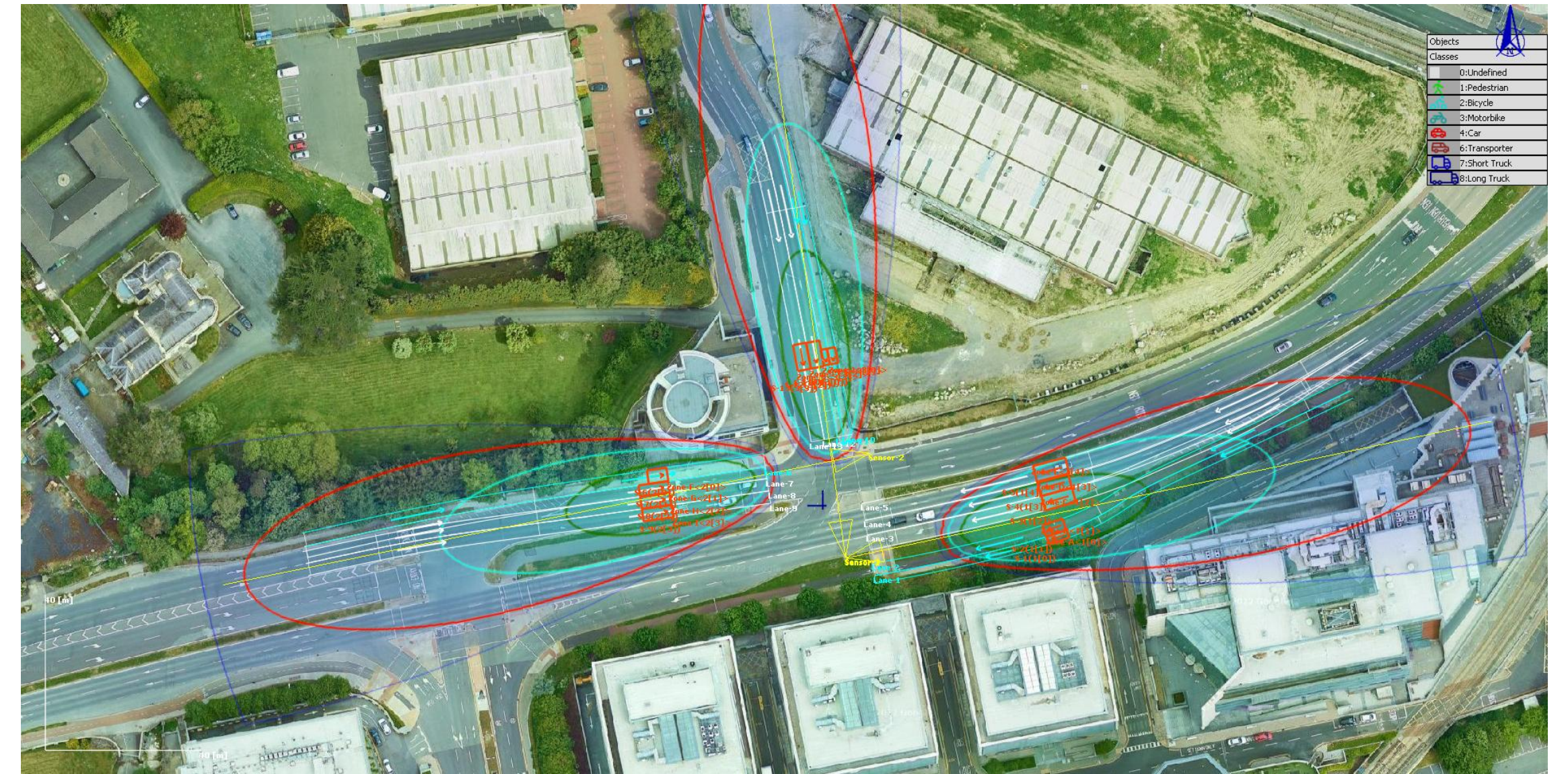## Sandyford Business District Sites

Leopardstown Link Road

Leopardstown Link Out Road

Ipsum Traffic
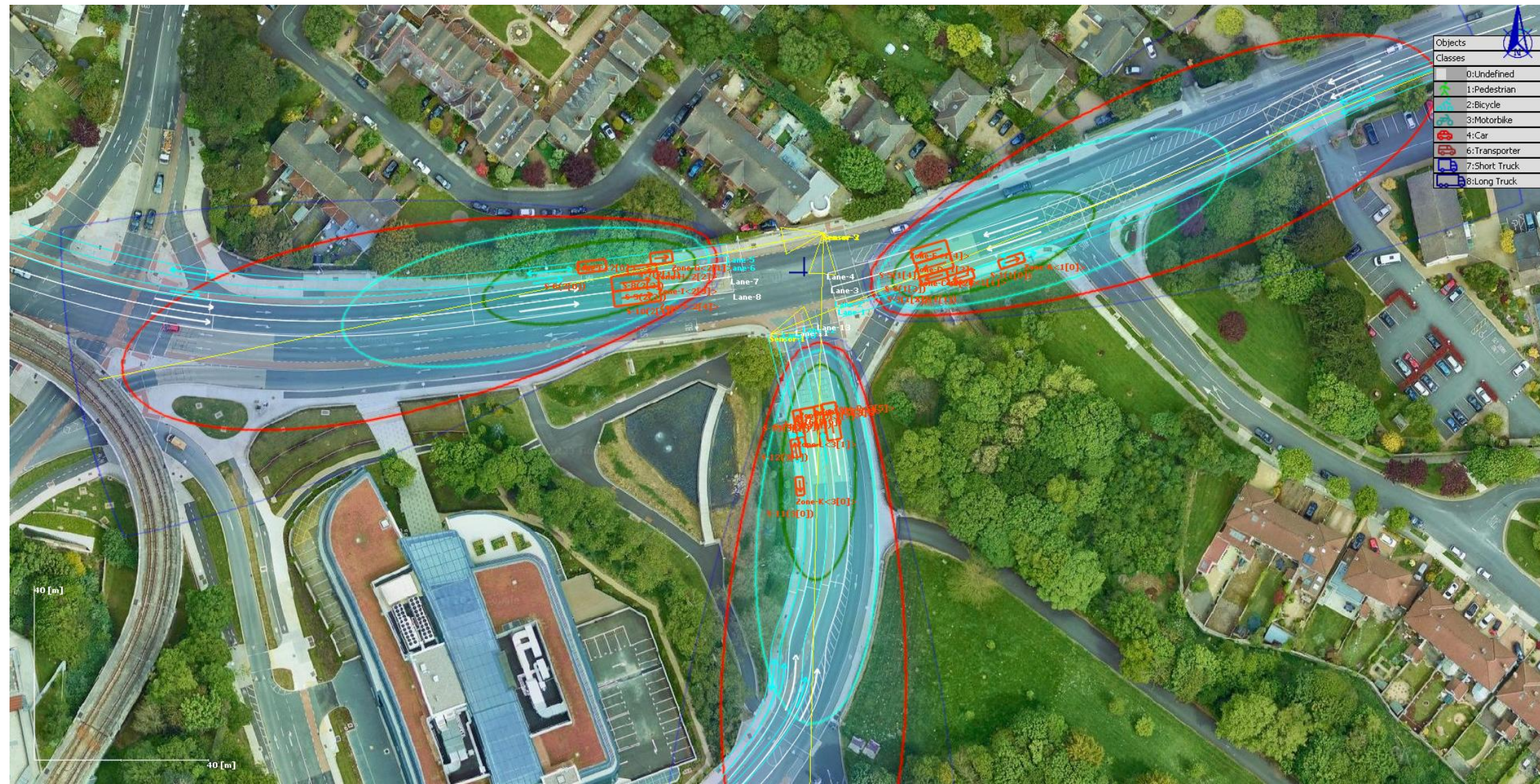## Sandyford Business District Sites

N31 - Burton Hall

N31 - Tipperstown

Ipsum Traffic
Sandyford Business District Sites

R113 - Leopardstown Link Road

CIVIC

Thank You.

Contact Details:

Civic Integrated Solutions Ltd.
Unit 74 Block 503
Greenogue Business Park
Rathcoole
Co. Dublin
Ireland
D24 DT28

Email: info@civic.ie

Web: www.civic.ie

Telephone: +353 1 401 9914

CIVIC