

SMART MOBILITY NEWS

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SMALL BUT WOW!

Our smallest sensor is very popular. The swissBIKE+PED LIGHT counts pedestrians and cyclists on hiking or bike trails in tourist facilities.

And it does so reliably and without much installation effort. Mount it on a wooden post and get going - for a whole year without changing the battery. Read more on page 2.

TOPICS

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SWISSBIKE+PED LIGHT

Our smallest sensor is specially designed for the needs of tourist facilities such as parks and hiking trails or in the countryside for counting walkers and bikers, or for events.

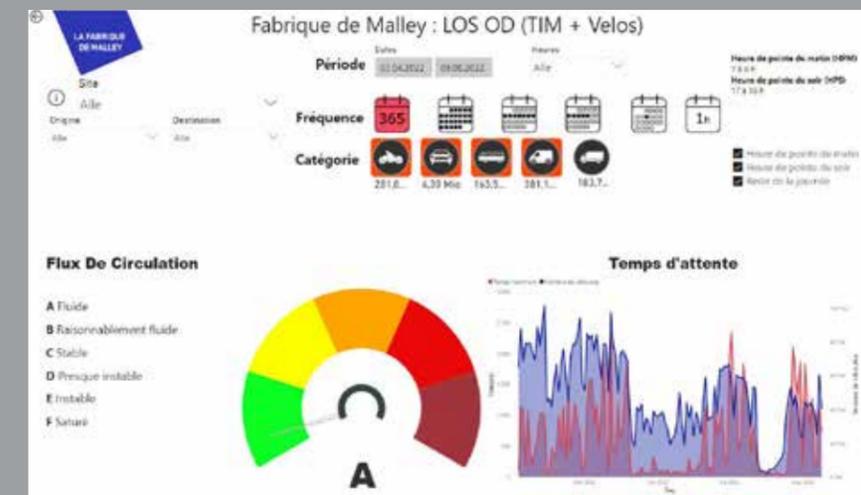
TOURIST REGION FLIMS-LAAX

10 swissBIKE+PED LIGHT sensors were installed on hiking trails, bike trails and a via ferrata in Laax and will monitor how busy the respective tracks are over the next few months.

Among other things, the results for the bike trails should provide information on how many times they need to be maintained or renovated.

PARC SIGNAL DE BOUGY

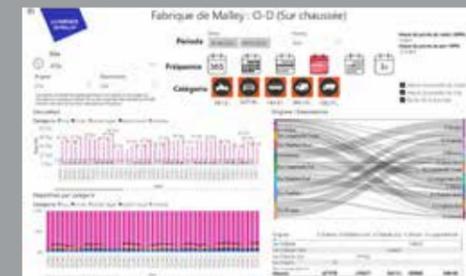
In this leisure park in the French-speaking part of Switzerland, seven sensors measure the flow of visitors to gain new insights into the main visitor times and, among other things, to be able to better coordinate the opening hours of the restaurant operations.



SWISSDASHBOARD

USE YOUR TIME FOR ANALYSIS, NOT FOR DATA EVALUATION.

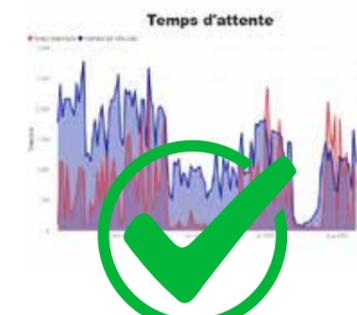
BENEFIT FROM OUR KNOW-HOW IN DATA EVALUATION.



Our swissDASHBOARD is available for many of our sensors and solutions. It clearly displays your traffic situation and allows you to obtain comprehensive analysis based on your needs with just a few clicks.

Select the desired times, road users or locations and you will receive exactly the data you are interested in now.

Thus, you don't waste time evaluating the data, but start analysing your data right away thanks to comprehensible figures.





WE CREATE QUALITY OF LIFE AND SAFETY IN CITIES

These current projects create a more pleasant living environment for city dwellers. Slow-moving traffic is promoted, safety is improved, and congestion is reduced.

We work 100% data protection compliant according to Swiss and European data protection guidelines.



THE CITY OF ZURICH WILL GIVE BICYCLES PRIORITY IN FUTURE

By 2030, Zurich will implement a network of bicycle-priority routes covering approximately 130 kilometers. For this purpose, we will conduct complex traffic surveys over the next five years. In the process, transit traffic is recorded with number plate recognition (swissANPR), junction flows with video recording (swissSCOUT AI) and cross-section loads and speeds with side radar devices (swissRADAR). This way, we can compare the conditions before and after the measures.



BYPASS ANALYSIS AT ZURCH NORTH WITH 80 ANPR CAMERAS

On behalf of the City of Zurich, we are collecting detailed traffic data to plan and implement the flanking measures of the Zurich North Bypass (ANU). The A1 will expand from four to six lanes. The centerpiece is the expansion of the Gubristtunnel and the shifting of traffic from the municipal roads (e.g. Rosengartenstrasse, Milchbuck, Seebecken) to the bypass roads to improve the quality of life in the city.

Around 80 of our swissANPR cameras are used in this extensive project.



INNOVATIVE MEASUREMENT OF NOISE LEVELS WITH NUMBER PLATE RECOGNITION

Together with the Noise Abatement Department of the Canton of Zurich, we recorded the noise level with swissNOISE AI and the anonymised number plates with swissANPR as part of a pilot project.

The challenge of the project lies in the combination of two different measurement technologies (swissNOISE AI as well as swissANPR). Thanks to an exact synchronisation of the time data of both measuring devices, both data sets can be linked. Each measured noise level can thus be assigned to a vehicle.



PREVENTING BICYCLE ACCIDENTS

A busy main bicycle route crosses a city bridge, which still has safety deficits despite improvements implemented earlier. The bridge is now to be made safer for bicycle traffic.

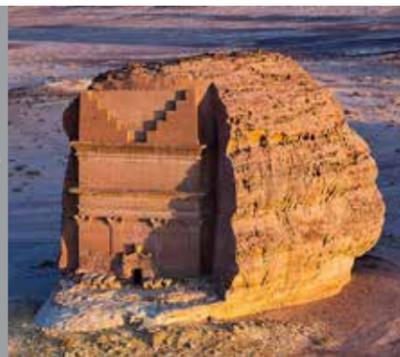
In the direction of the city, the risk of accidents on the bridge is high due to the MIV lanes' interweaving, the cycle lane's central arrangement, and the maximum speed of 50 kilometers per hour; therefore, the safety for cyclists is too low. Through the artificial intelligence of our swissSCOUT AI, we detected and corrected critical situations automatically.

WHAT IS SWISSTRAFFIC DOING IN THE NEAR EAST?

CURRENT SMART CITY PROJECTS IN THE NEAR EAST



NEW CITY DISTRICT WITH 100'000 RESIDENTS



TOURISM-HIGH CASTLE IN AN OASIS

In recent years, we have established ourselves beyond the country's borders and are now implementing projects in the world's most diverse regions. Today we are taking you to the Middle East, where we are currently supporting two major smart city projects.

Our first project is a new city district with almost 100,000 inhabitants, which generates additional traffic. Consequently, we modelled the forecast state in 2040 and integrated the other traffic including new roads and new forms of mobility. This allowed us to identify the bottlenecks and congestion to plan the new road infrastructure.

Our second project will develop an oasis (UNESCO World Heritage site) into a major tourism hotspot. We determine how busy the roads and public transport will be. In addition, non-motorised traffic (bicycles, pedestrians) is to be made more attractive since the oasis is expected to receive 2 million visitors and create 38,000 new jobs by 2035.



FACTS AND FIGURES



EQUIPMENT IN USE
130 swissANPR
90 swissSCOUT AI
60 swissRADAR
40 swissBIKE+PED
220 Batterien



FROM ONE HAND
Traffic counts
Sale of Sensors
Dashboards
Mobility Engineering
Safety Expertise



DATA PROTECTION
We work 100% in accordance with Swiss and European data protection guidelines.

TEAMWORK AT SWISSTRAFFIC

We consider ourselves lucky; however we also work hard to grow every year and gain valuable experience in our extensive projects. Our motivated, dynamic team offers you „everything from one source“, from consulting to dashboards, and is up to all challenges. We look forward to working with you soon.



Management retreat 2022



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A close-up photograph of asphalt road markings. A thick yellow line runs diagonally from the bottom left towards the top right. The text "NOTHING HAPPENS UNTIL YOU MOVE" is painted in large, bold, yellow, sans-serif capital letters across the asphalt, following the angle of the yellow line. The text is slightly tilted to match the perspective of the road.