STINSON ITS

Genetec Traffic Sense.™

Take control of your traffic

Roads, highways, and infrastructure are the lifeblood of our cities. The efficient flow of people, vehicles, and goods throughout our cities and communities is a fundamental aspect of everyday life and business activities.
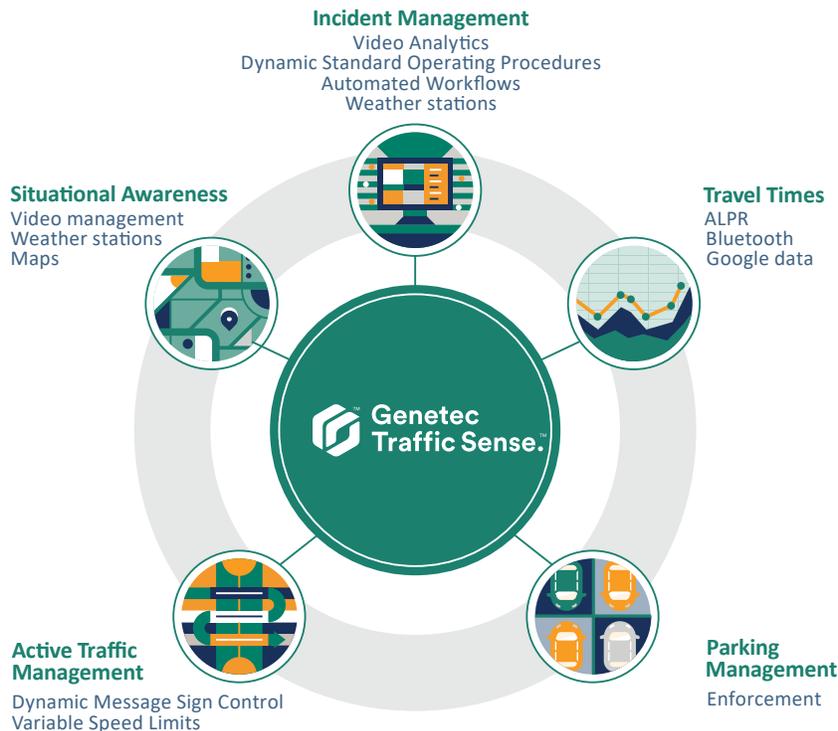
But as more people are moving to urban centers, familiar challenges such as traffic congestion, roadway accidents, and parking scarcity are magnified. With traditional traffic operations systems, keeping up with the resulting changes in driver behavior is costly and near impossible.
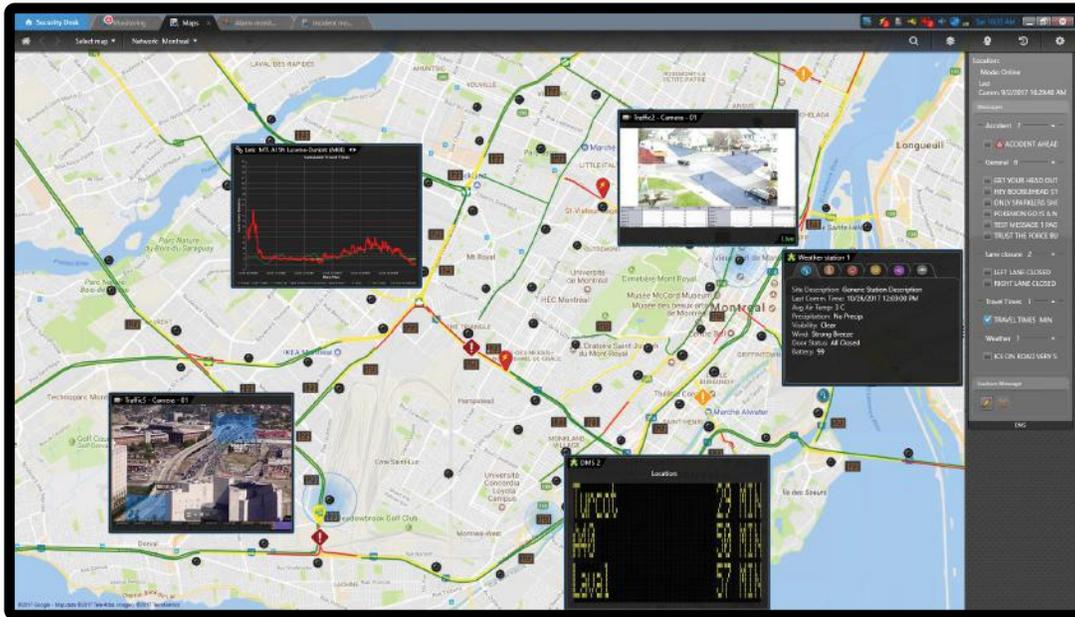
Genetec Traffic Sense™ is a unified traffic operations platform that lets you tap into emerging technologies to take control of your traffic. It uses advanced analytics to detect road incidents and slowdowns, automates response, and provides your operators with a consolidated view of events.With Traffic Sense, you finally have the tools to ensure a smooth journey, today and tomorrow.

Consolidate traffic data

Break down the silos between your systems. Traffic Sense brings together data from traffic sensors, parking systems, dynamic message sign control, video cameras along routes, and analytics in a single, unified platform. It helps you understand unfolding events and long-term trends by continuously analyzing information from all your sensors and systems and comparing it to historical data.

Through embedded automation and incident management, the platform correlates information from multiple sources, detects situations and notifies users in real-time. Sophisticated workflows are then triggered to guide your response. This lets you optimize automated responses to a wider range of situations and events.

Incident Management
Video Analytics
Dynamic Standard Operating Procedures
Automated Workflows
Weather stations

Situational Awareness
Video management
Weather stations
Maps

Travel Times
ALPR
Bluetooth
Google data

Genetec Traffic Sense.™

Active Traffic Management
Dynamic Message Sign Control
Variable Speed Limits

Parking Management
Enforcement

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Traffic Sense gives your team a clear view of any situation on your roadways and infrastructure.
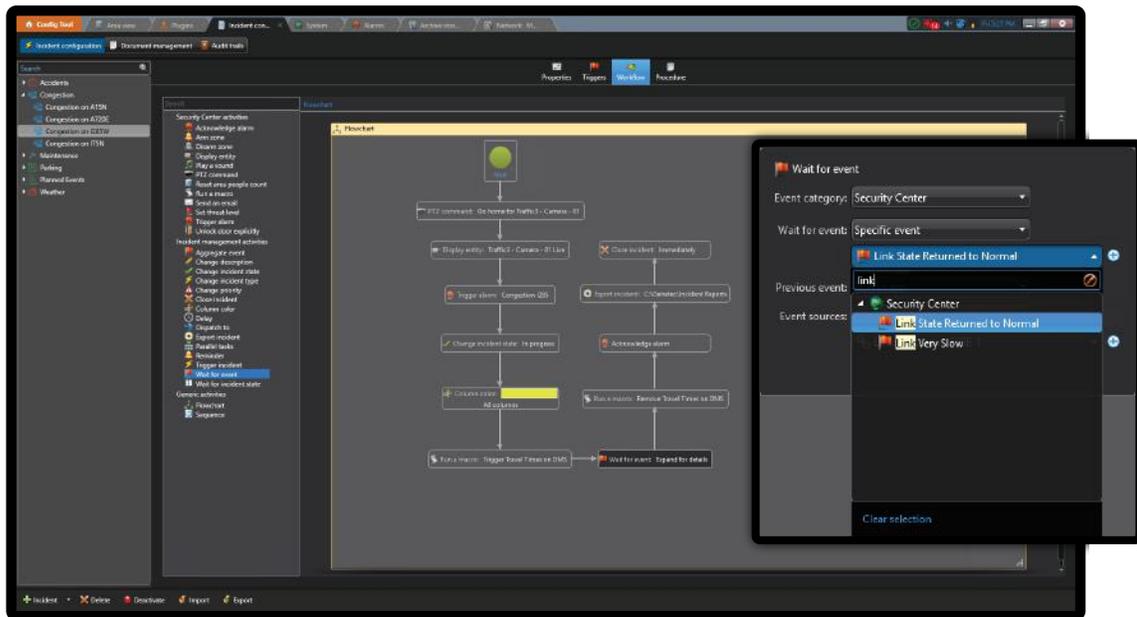
Get your roads back to normal, faster

Did you know that you can combine identification, verification, management, and communication in a single map-based platform that can increase your team's overall situational awareness? Traffic Sense does that. It automatically detects incidents, such as accidents and congestion, and lets operators take action from the same interface. This helps you decrease the risk of secondary incidents and get traffic moving faster.

Take control of events

Give your team a clear view of any situation on your roadways and infrastructure. With Traffic Sense, you can consolidate and display video feeds along with historic traffic data relevant to active incidents. You're able to better understand events-in-progress and determine the best course of action.

Efficiently coordinate the response

Ensure your team responds to incidents in a consistent, efficient way. This unified traffic operations platform presents standard operating procedures on-screen and guides operators through every step of the process, from identification to resolution. It also lets you update dynamic message signs directly on your map, allowing you to redirect drivers without switching tasks.

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With user-defined standard operating procedures and an intuitive, dynamic workflow designer, you develop new approaches to enhance traffic flow.

Continuously adapt and improve your traffic operations

Traffic conditions and challenges continuously evolve – new infrastructure is built, roadworks temporarily reroute traffic and driver behaviors change. Traffic Sense gives you the flexibility you need to adapt and improve your procedures and workflows to changing conditions.

Gain insights from historical data

Run reports on past traffic patterns and incidents, as well as track key response metrics over time. Armed with this valuable information, you clearly see how long it takes to clear your roads, the effect of road closures on traffic delays, and how travel time is generally impacted. Through this new understanding of traffic operations, you can better plan future interventions and target new investments where they are needed most.

Improve processes dynamically

With the user-defined standard operating procedures and the intuitive, dynamic workflow designer in Traffic Sense, you develop new approaches to enhance traffic flow. Test alternative detours or add incidents based on traffic or weather data building on your operators' past experience. Flexible configuration means you can incrementally improve operations as your staff discovers better approaches and you bring in new sensors and data sources.

Get a platform that keeps up with evolving traffic conditions

Traffic management will continue to evolve at a faster and faster pace. Stop playing catch up and proactively take advantage of new data sources and technologies without going back to the drawing board. Traffic Sense is built on an open architecture that can easily bring in the new systems, applications, and sensors that are redefining the landscape of transportation.

Whether it's new ways to communicate with drivers or new sources of information to power your processes, Traffic Sense will be ready to take advantage of it to help you tackle emerging traffic challenges.

That way, as more and more people travel across bridges and borders and through city centers, the journey will always be smooth, enjoyable, and safe.

Tackle today's traffic and be prepared for tomorrow.

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