



Urban Analytics

Good Data. Better Decisions.

AI solutions to improve citizen services



BENEFITS

- **Streamline the municipality's costs** related to public services
- **Improve** the functionality of public services
- **Create new public services** to improve the quality of life of citizens

Data Fusion Approach

DATA SOURCES

IOT SENSORS

- Optical sensor for real-time data collection
- Applications in both indoor and outdoor
- Privacy by Design solution
- Plug & Play



THIRD-PARTY DATA



TELCO Data



Mobile Data



Vehicular Data

DATA



Real time pedestrians



Real time vehicles



% Gender



Age groups



Type of vehicles



Dangerous situations



O/D Matrix



Flow directions



Origin



Nationality



Return frequency



Interests

DATA OUTPUT

Applications

MOBILITY



SECURITY



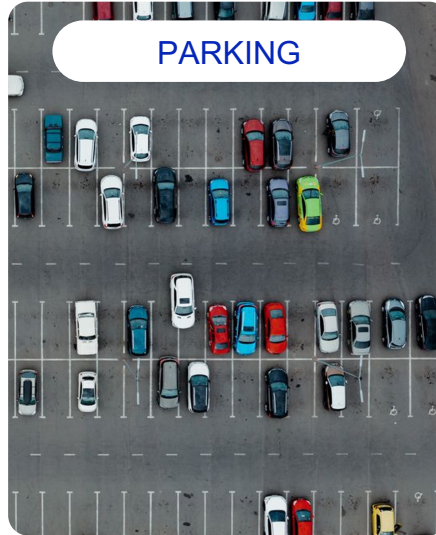
TURISM AND EVENTS



DIGITAL ISLAND



PARKING



PT & WASTE



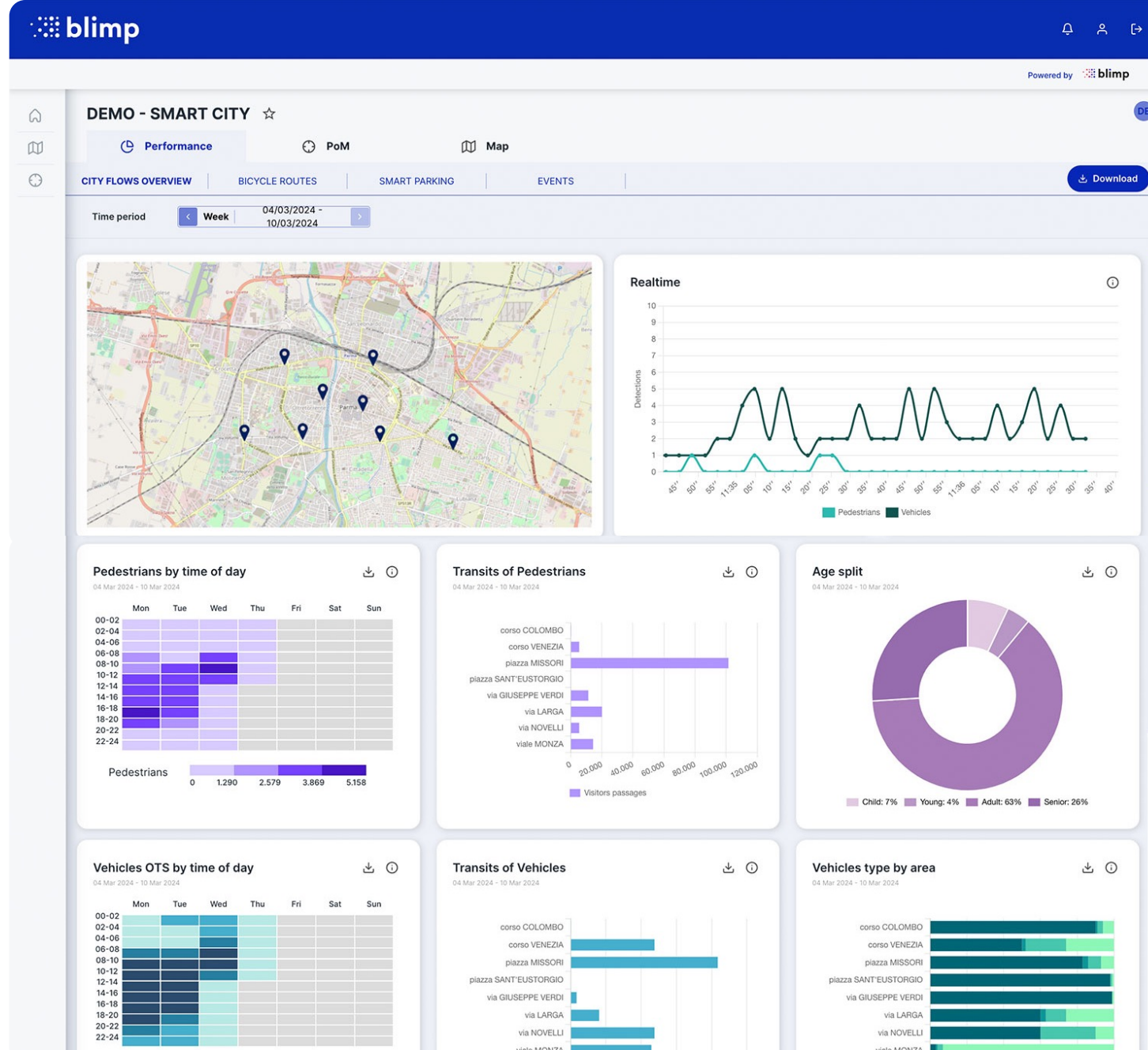
LIGHTING



Dashboard

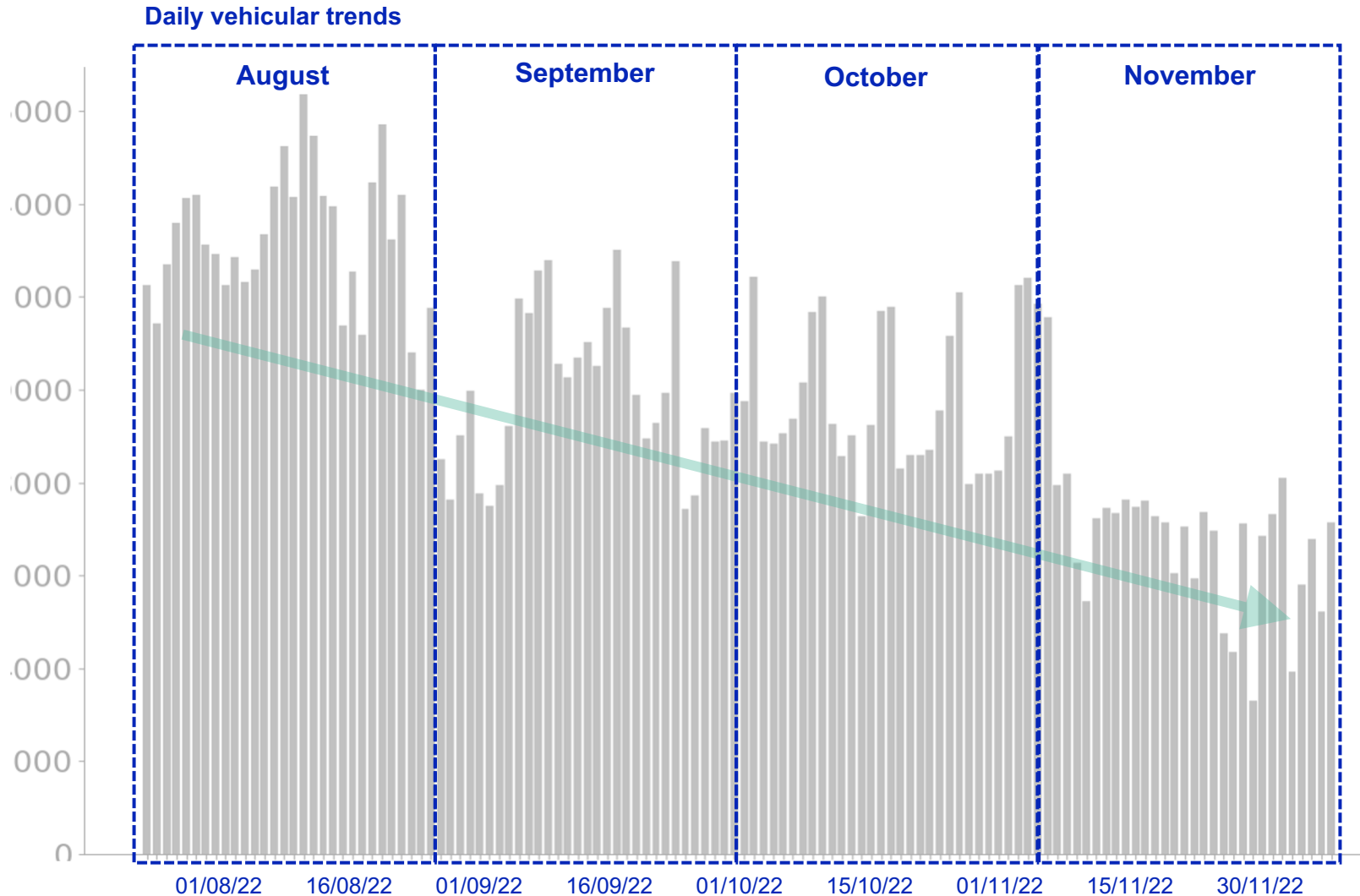
Illustrative examples

- **Creation of views** for each type of use case
- **Temporal navigation** of data by hourly, daily and monthly aggregations
- **Geographic aggregation** by street and square type
- **Benchmark - comparator** to analyze the parameters of different areas of the city
- **Analysis and comparison** of focal points against historical data
- Integration through **API**
- Export to **excel**



Report – Urban Analytics

Illustrative examples



Data | Examples

- > Number of cars passing through per day
- > Type of vehicles passing through per day
- > Average speed of cars passing through
- > Pollution index
- > Traffic congestion in the area

Insights | Examples

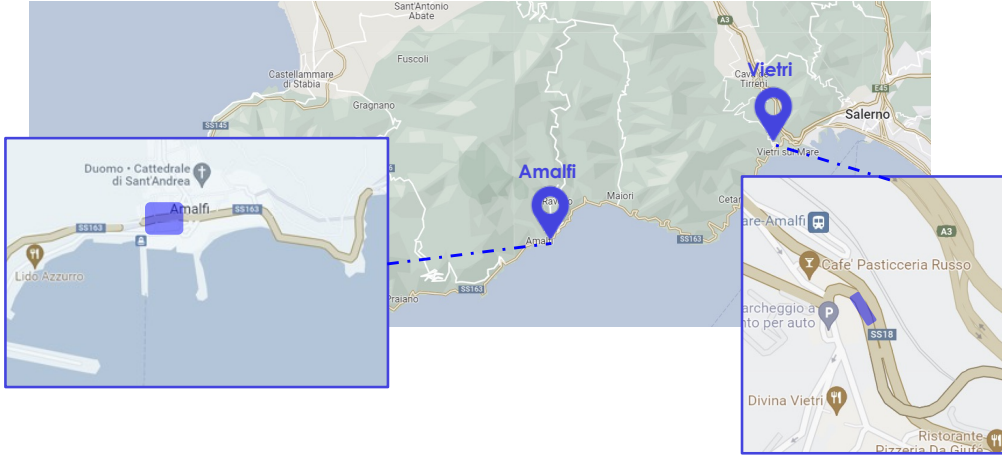
- > Despite rainy days, traffic along the reference road remained steady
- > September and October have similar vehicular trends in the analysis area

Proposed Actions | Examples

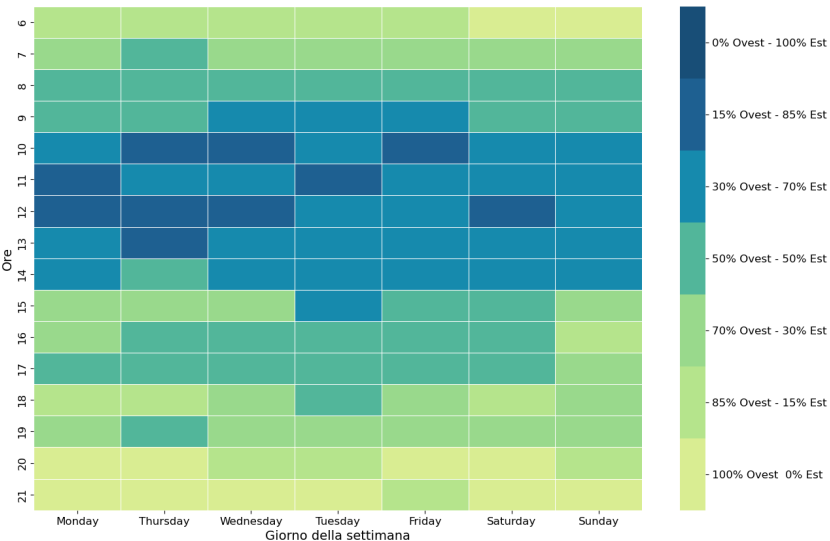
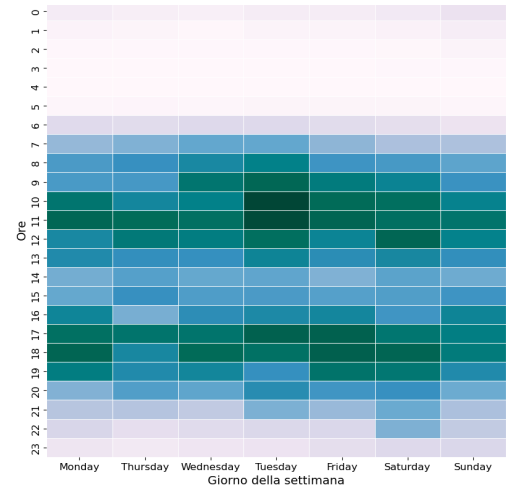
- > Increase number of public buses during the times and months with the most traffic
- > Set a vehicular blockade during certain hours to reduce pollution
- > Set a vehicular blockade for certain means of transportation

Report – Urban Analytics | Use Case

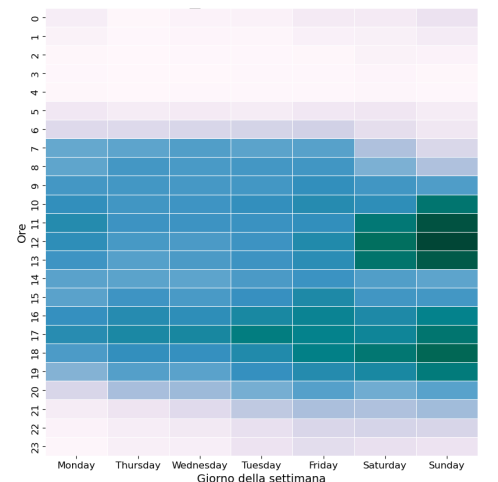
Illustrative examples



August 22



May 23



Data | Examples

- > Directionality of vehicles transiting the area in time slots
- > Type of vehicle in transit
- > Hours with greatest traffic congestion
- > Points and streets with the most traffic

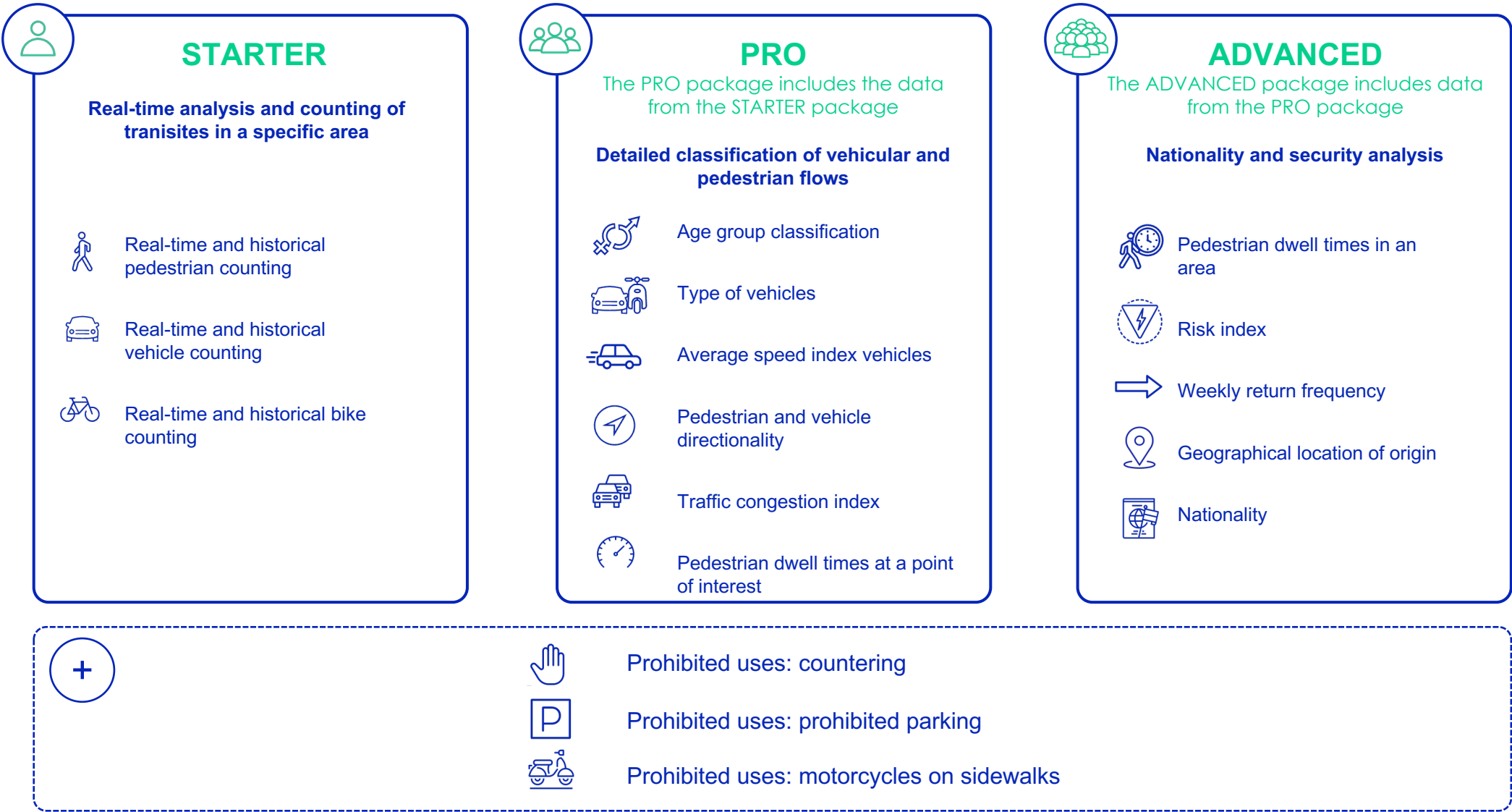
Insights | Examples

- > Traffic at the monitored reference point is caused (83% of cases) by wildly parked cars
- > From 8-9 am traffic is created in the Este direction and from 5-6 pm it is created in the West direction

Proposed Actions | Examples

- > Change traffic patterns on some streets to allow for improved vehicular flows
- > Work on alternate traffic directions and lanes during times of day with more one-way traffic
- > Set traffic blocks at certain times to decrease pollution and congestion problems
- > Make some downtown streets pedestrian-friendly
- > Open new parking lots to reduce vehicles near city centers

Data plan



Commercial packages

PURCHASE

HEAD-COUNTER (device for sale)

SETUP FEE (one-off)

DATA FEE * (month/device)

RENTAL

HEAD-COUNTER (device on loan)

DATA FEE * (month/device)

+ ON-SITE INSTALLATION AND MAINTENANCE

TEMPORARY SOLUTION

Looking for a temporary solution to monitor your territory for up to 6 months?

Write to us for a customized quote

MOBILITY AGENCY

Are you interested in a turnkey solution for monitoring your municipality?

[Discover more](#)

** Choose one of three data plans: STARTER, PRO and ADVANCED*

Would you like to receive an estimate?

Write to info@blimp.ai and explain what your need is

Head-Counter

Data sheets

MAIN BOARD



SIZES	Central body: 125 x 125 x 55 mm
	Width with buttonhole tabs: 155 mm
	Slot distance between side flaps: 142 mm
POWER SUPPLY INCLUDED	Input: 100-240V – 50-60Hz
	Output: 15V - 2.4A – 36W
	Connector: DC Jack, OD 5.5 mm, ID 2.1 mm

Blimp technicians will help you choose the best configuration to cover the entire cone of visibility of the area of interest.

OPTICS



ANGLE OF VIEW	10° - 33° - 45° - 70° - 90° - 100°
SIZES	Chamber: Ø 63 mm - 53 mm maximum lenght For wall mount or tubular mount
	Mounting bracket: 90 mm - Ø 65 mm
	Input/Output: the Sensor communicates with the Main Board via a USB or Ethernet cable through which it is powered
	POE or USB power supply



Blimp S.r.l.
Via San Martino 12, 20122 - Milan, Italy

E info@blimp.ai
T 02 45902000
W www.blimp.ai