



How Odense in Denmark gains reliable traffic insights in real time

A SWARM Outdoor Perception Box Installation

The Situation

Odense is the third largest city in Denmark with ca. 200,000 citizens. It's called the 'Danish city of cycling' with 550km of bike paths. Odense is a Smart City interested in using new technologies and gaining smart insights - while focusing on traffic flow optimization, bicycle traffic and pedestrians. The joint innovation project with Swarm Analytics has been implemented from 2019 to approximately 2023.

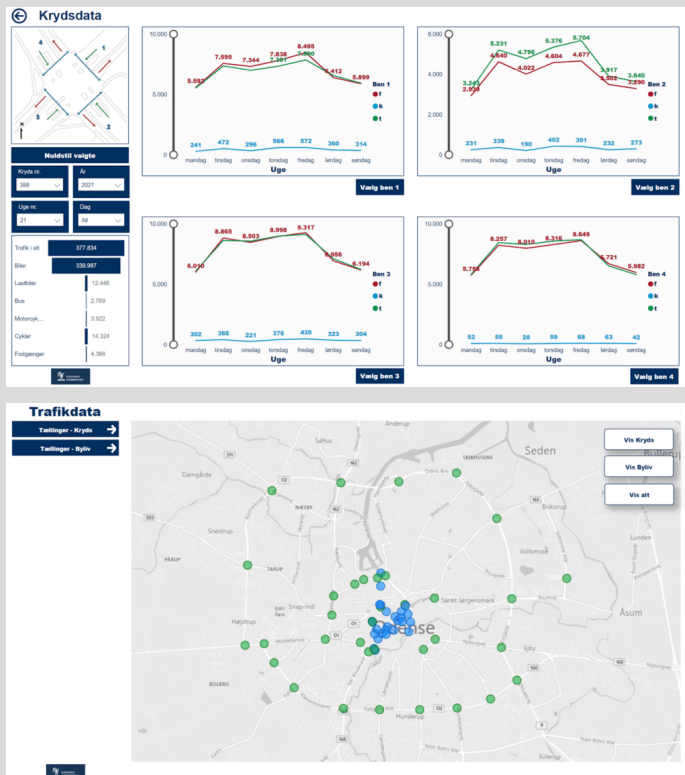
The Challenges

- ➡ Comprehensive gathering of real time traffic flow insights across the city
- ➡ Improvement of traffic reliability to enable proactive urban development as well as traffic management
- ➡ Various departments lack valuable insights about traffic flow to make more informed decisions
- ➡ Traffic flow impacts related to the new light rail, urban development, and building constructions cannot be measured yet

Solution

In order to improve the situation and solve the challenges, 125 SWARM Outdoor Perception Boxes have been installed - across intersections, the city center and pedestrian streets - concluding in the following effects:

- Intelligent traffic data acquisition with multi-class traffic counting as well as classification system (car, truck, person, cyclist, etc.)
- Easy traffic data visualization for different users - from technicians to managers
- Traffic flow optimization and informed city planning



Results

Due to the mentioned solution, the following results could be measured:

- 93% accuracy of traffic data
- Multimodal traffic counting and origin-destination tracking at 100 traffic lights
- People flow tracking in pedestrian zones
- A expansion of the project due to impressive first results

Would you like to extract usable information in real time? We are happy to show you how! For more details, simply send us an email or call us. We are looking forward to hearing from you!

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