BlipTrack™ Traffic Solution

With the world's first combined Bluetooth and Wi-Fi traffic solution, BlipTrack™ is able to track approximately 50% of all vehicles, making the collection of traffic data fast, inexpensive and reliable

With proven technologies like Bluetooth and Wi-Fi tracking, the cost for collecting detailed data for travel time, origin and destination, traffic flow & queuing has decreased significantly compared to traditional technologies. It gives municipalities and road authorities a range of new possibilities to collect reliable traffic data.

Bluetooth and Wi-Fi technologies can be used for traffic measurements, because the technologies are now ubiquitous. More and more people use smart phones with both built-in Bluetooth and Wi-Fi and at the same time, more and more cars have installed hands-free systems.

The data collected by BlipTrack™ can be used for:

- Queue warning
- Traffic signal monitoring & optimization
- Public traffic information (online, apps, TMC etc.)
- Origin/Destination studies
- Immediate detection of traffic incidents

The BlipTrack™ solution is easily deployed by mounting the tamper proof sensors at various pinch points and connecting these via standard Ethernet or 3G.

The sensor has a GPS reciever for automatic, instant and accurate location data and is configured, by remote, by BLIP Systems technical team.

BlipTrack™ Sensor
With 3 Bluetooth antennas

Time@Sensor
Time spent in antenna coverage area
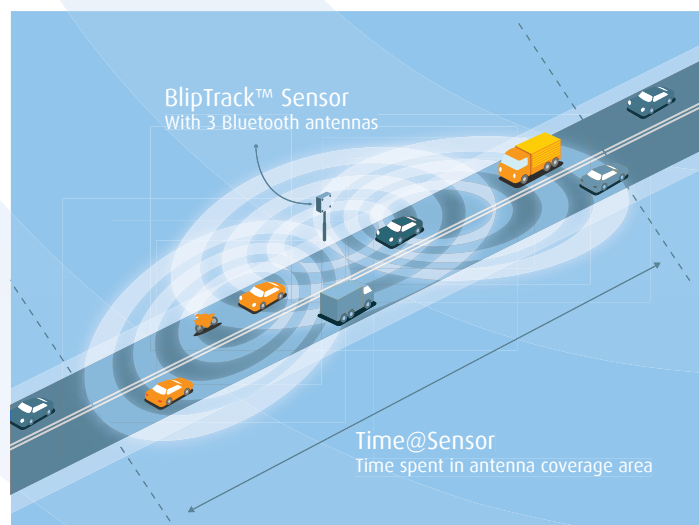
BlipTrack™ Sensor illustration

The Bluetooth/Wi-Fi address is encrypted in the sensor using a one way hash algorithm, making it impossible to relate the Bluetooth/Wi-Fi address of a device to an individual.

The raw data from BlipTrack™ sensors is collected and transferred in real-time to a secure cloud server. By using a cloud based solution, users don't have to worry about server installations and maintenance, virus protection and upgrades.

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Advanced algorithms filter out unwanted detections like parked/stopped cars, cars changing direction, nearby passing trains/busses etc. It is also possible to identify bicycles and pedestrians with filters based on device type, speed patterns, location and historical data.

BlipTrack™ graphical user interface

The results from the filtering engine are presented in an online easy-to-use graphical user interface, which can be customized to each individual user.

With Google Maps integration with real-time traffic overlay, dashboards and a wide range of analytical tools,the web based GUI provides users with a complete overview of the traffic situation.

Furthermore all data is stored for historical analysis/ reporting and can be exported in various formats.

Compared with other traffic data collection technologies, BlipTrack™ has some significant advantages, such as cost per measurement point due to:
• **Sensor price itself**
• **Fewer sensors are required per location. One sensor covers multiple lanes and in both directions.**
• **Installation is cheaper - sensor are road side based usually mounted on light poles and do not require diversion of traffic.**
• **Typical installation is less than 1 hour**
• **No maintenance of sensor, no moving parts, no lenses to clean.**
• **Measures 24/7 in all weather conditions such as snow, rain and fog**
• **Measures in all traffic conditions such as in slow moving traffic with "bumper to bumper" situations**

"BlipTrack™ is perfect for today's demand towards a greener, efficient and economical solution to today´s traffic problems."