

# Integrated Public Transport with Artificial Intelligence

ARTIFICIAL INTELLIGENCE APPLIED TO TRANSPORT

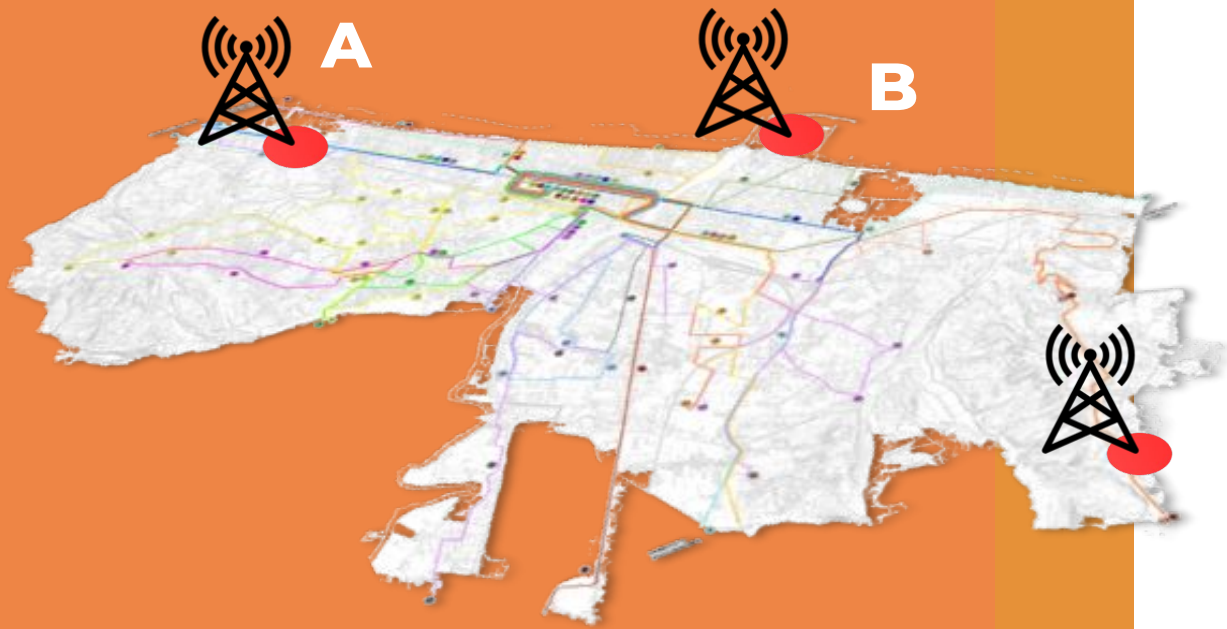




# QNETIC. AI models for video analysis with accuracy over 85%

Evaluate the data collected and provide **forecasts**  
on **Integrated Public Transport** performance and  
capacity in terms of **customers carried**

# Detection on telephone cells.



- ✘ Difficulties in assessing actual **potential demand** in terms of users
- ✘ **Lack** of categorisation and organisation of **statistical data**
- ✘ **Errors** resulting from proximity to other roadways adjacent to the one monitored
- ✘ Poor consideration of exogenous factors such as **weather**, which cause false or 'dirty' data



INCREASE THE VALUE OF YOUR DATA.

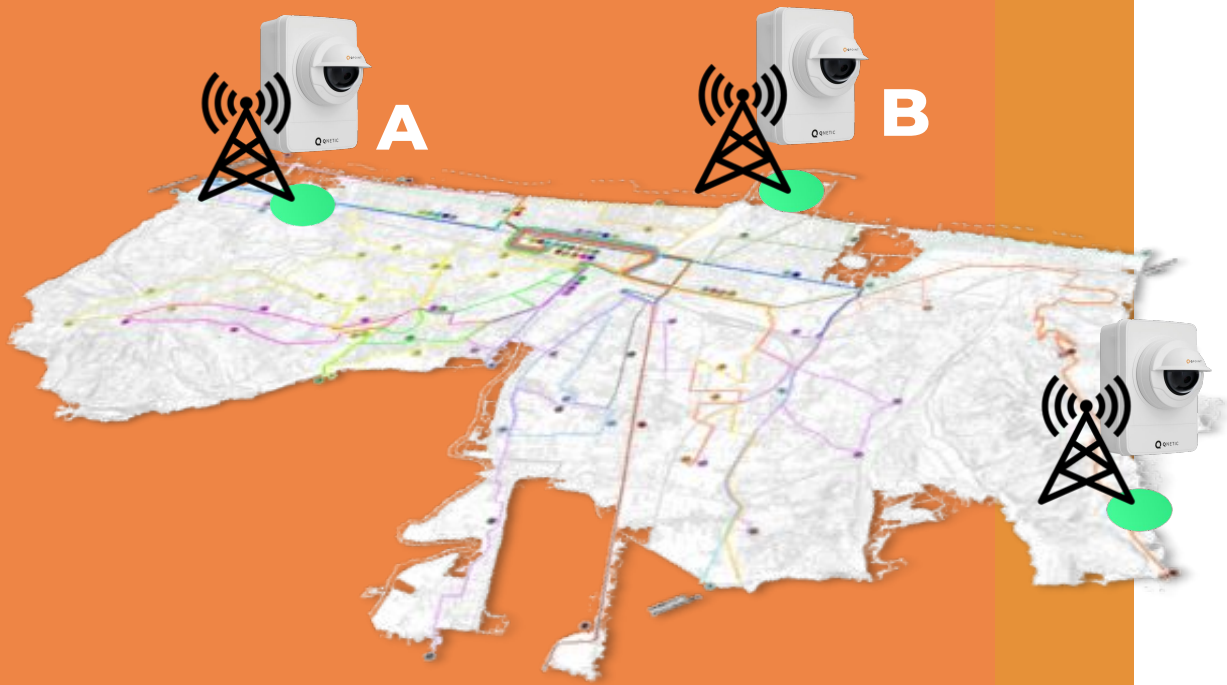
# AI at the service of the integrated public transport system

Artificial Intelligence enhances your investment and improves your results.

With **2 cameras**, **wifi**, **bluetooth**, and **weather sensors**, QPoint provides more accurate and reliable information.



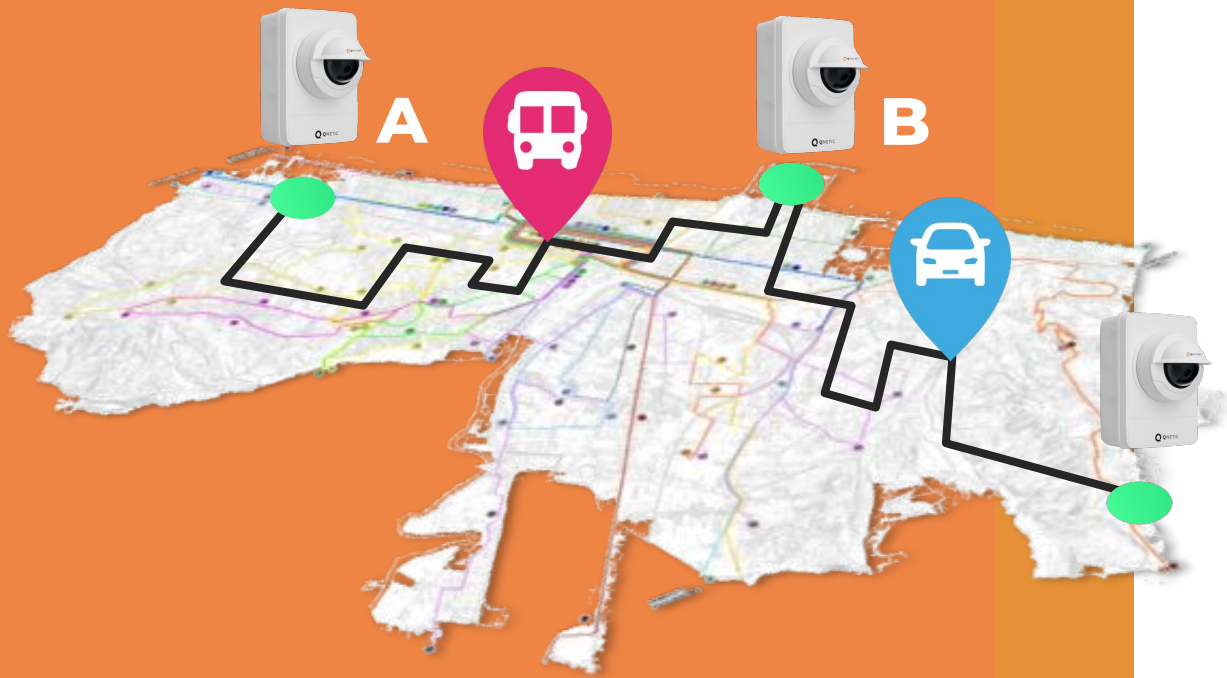
# Detection with QPOINT



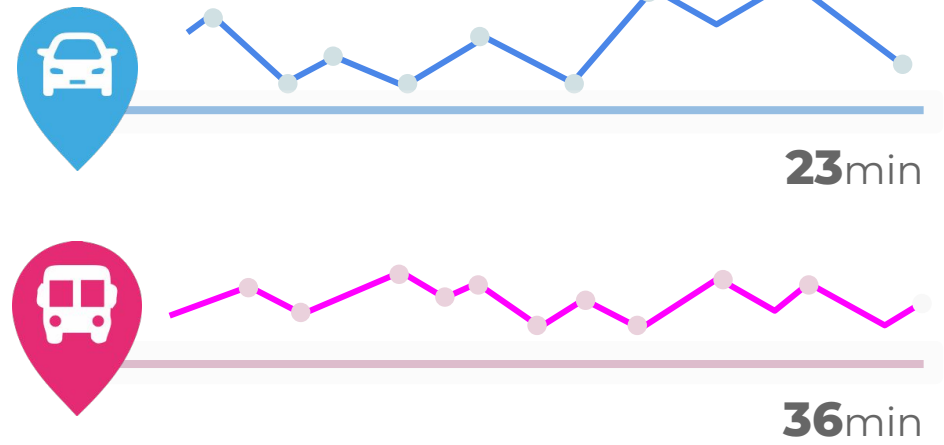
- ✓ Refinement of **anonymised data** in an unrestricted time frame
  - ✓ Consideration of variables such as **weather** and **location**
  - ✓ **Flexible** data processing according to points of interest
  - ✓ **Additional use cases** possible
- ✓ **Statistics, benchmark** public VS private transport
  - ✓ QNETIC, a precise picture, an overview



# BENCHMARK Public vs Private



- ✓ **Classification** of vehicles crossing QPoints (cars, buses, vans, trucks, bikes, scooters, etc.)
- ✓ **Anonymous** tracking, privacy guaranteed, GDPR proof
- ✓ Exact **match** on the route "Public transport" VS "Private transport"



# Why choose QNETIC

## TRADITIONAL SYSTEM

- ✗ Failure to assess potential **users**
- ✗ **Disorganised** generic statistical **data**
- ✗ Much **noise** in the data
- ✗ **Exogenous** factors not taken into account (e.g. weather)
- ✗ **Limited** time slots
- ✗ Useful, **unmixed** data



 QNETIC



- ✓ **Reliable** data and realistic profiling
- ✓ Refinement of **anonymised** data
- ✓ **Reliable** travelling times
- ✓ Consideration of **variables** such as weather
- ✓ **Unlimited** time frame for analysis
- ✓ **Mapping** of places of interest



**BENCHMARK PUBLIC VS. PRIVATE TRANSPORT**



**A PRECISE PICTURE, AN OVERVIEW**

# Privacy and encryption: added value

All data captured via QPoints is **anonymised via irreversible HASH** and sent to a secure cloud infrastructure and stored in **aggregated** form.

**GDPR OK.**





# Thanks For Watching

