High Potential Initiatives Profiles

1 Accelerator

SOULFI

2 Project and Organization

FLOUD - Traffic Flow Analysis in the Cloud
Magenta srl

2.1 Country

Italy

2.2 Project Abstract

FLOUD will use the FIWARE platform to realize a cloud service able to automatically extract meaningful traffic statistics from a video stream, such as the number and type of vehicles passing by. The platform will receive incoming video streams, either taken from a recorded file or from a camera live stream, and will allow the user to configure one or more measuring locations, typically placed along the road lanes. The system will detect and count vehicle moving on motor lanes (such as cars, trucks, buses, bikes), and bycicle or pedestrian moving on dedicated lanes.

Today this task is carried out in most cases manually by operators acting for private companies, severely limiting the amount of data that can be actually produced with a typical budget. For instance, the UKDepartment for Transport carry out each year traffic counts from about 8.000 locations, where each site is counted on one single day in that year for a twelve hours period (http://goo.gl/cxxglb). It is obvious how the proposed automatic system could improve on the time each site is analyzed.

The intended business model is to sell the service to professionals such as city planners, transportation engineers, real-estate developers, marketers, who typically requires traffic flow data to conduct a variety of planning and operational activities.

The approach could be further expanded to include other types of video analytics in the future, for instance extracting information from people moving in large public places, a topic that is still currently actively researched in the computer vision community. On similar lines, other type of streaming media could be connected to the platform, such as audio sensors.

2.3 Sector

Business Services, Public Administration and Defence; Transportation and Storage

2.4 Target Market

FLOUD has a B2B model. The service is dedicated to professionals such as city planners, transportation engineers, real-estate developers, marketers, who typically requires traffic flow data to conduct a variety of planning and operational activities.

FLOUD is a spin-off product of an existing company Magenta. Thus, the product is benefiting from the channels that the company opened in the previous years. It plans to address the following market/countries over the next years (in sequence):

- Italy, for obvious reason of proximity (now);
- Germany and England (2nd quarter 2016). It has partnerships in these countries that already expressed their interest in FLOUD, and we are working toward a distribution model in those countries with other these partners. FLOUD is already part of the Labcities catalog , the largest world network of solutions for smart cities.
- US (2017). US is a very big market for traffic analytics, and it has already customers there of its vehicle counter software for smart cameras.

2.5 Business Model

The main monetization strategy of FLOUD is straightforward and it is builds upon providing traffic monitoring packages starting from 5 sensors and cloud-based access to platform. The cost of FLOUD is less than the cost of a single traditional sensors, and includes complete access to the web and mobile dashboard. In parallel, it seeks partnerships with manufacturers of smart city products (e.g., security cameras, smart lighting, etc.) and sell the sensor and platform access as a plugin of their devices.

The business model is therefore based on a subscription that adopters will pay for the usage of the platform and the sensors. On-premises packages will be also available for organisation who seeks tight integration of the platform with their infrastructure.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

http://magentalab.it/?page_id=790

http://www.floud.eu (please send an email to floud@magentalab.it to request access)