

# Intelligent Mobility



## Intelligent Mobility

Intelligent mobility is a main building block of any meaningful smart city or smart nation deployment. QMIC has been working in this field since 2009, and has deployed to market the first and only national traffic data collection platform coupled with an integrated suite of intelligent transportation services and solutions under the name of Masarak™. In Masarak, data is being collected from three different sources to create multiple intelligent mobility services including real-time incident detection and traffic prediction. Masarak intelligent mobility services can be effectively applied to and used for urban planning, road network optimization, and in supporting traffic management centers operated by authorized government entities.

### The products & services offered here include:

- Intelligent ITS platform as a service
- Traveler info & navigation applications
- Road monitoring sensors using Bluetooth and WiFi (WaveTraf™)
- Real-time incident detection and alerting
- Origin - destination (O-D) matrices.
- Journey time information
- Traffic counts
- Turning movements at junctions
- Isochrone and Isodistance