trafficnow joins NVIDIA Metropolis to enhance city mobility with AI

BARCELONA, Spain, February 27th, 2023 -- trafficnow, a design & manufacturing house for real-time detection solutions for mobility, and a global player in above-ground detection, today announced it has joined NVIDIA Metropolis, a partner program focused on bringing to market a new generation of vision AI applications. The program nurtures a rich ecosystem and offers powerful developer tools to supercharge vision AI applications that are designed to make the world's most important spaces and operations safer and more efficient.

There is growing urbanisation worldwide, and there are changes in the way we move. We are seeing major shifts in how people get around that need to be measured and better managed through AI. For example, cyclists are becoming a major force in many cities worldwide and sustainable mobility is taking shape, with mobility-as-a-service and new elements such as e-scooters.

These changes demand accurate detection, which is a challenge due to an explosion in varieties of objects and the sheer quantity of applications. With the introduction of DeepBlue VIA, a video image analyser powered by NVIDIA GPUs and the Metropolis software stack, trafficnow has created an AI edge device which unites deep learning with the changing needs of the mobility and smart cities worldwide.

NVIDIA Metropolis makes it easier and more cost effective for enterprises, governments, and integration partners to use world-class AI-enabled solutions to improve critical operational efficiency and safety problems. The NVIDIA Metropolis ecosystem contains a large and growing breadth of members who are investing in the most advanced AI techniques and most efficient deployment platforms and using an enterprise-class approach to their solutions. Members can gain early access to NVIDIA platform updates to further enhance and accelerate their AI application development efforts. Further, the program offers the opportunity for members to collaborate with industry-leading experts and other AI-driven organizations.

"Product design around artificial intelligence is an intricate venture; it involves novel and rapidly evolving technologies," said Robert Nordentoft, co-founder and CEO of trafficnow. "As a design choice, we have built our solution solely around the NVIDIA stack, allowing us to take advantage of massive computing power and tools like the NVIDIA DeepStream SDK, TAO Toolkit and TensorRT. With these tools, NVIDIA enables companies to build world-class, AI-powered solutions and to greatly shorten time to market. By joining NVIDIA Metropolis, we take our collaboration with NVIDIA to the next level."

About DeepBlue VIA

DeepBlue VIA is an edge-based solution. VIA has been installed in 10 countries so far and is contributing to improving the way we detect and classify mobility.

The online training platform allows partners to help by adding additional classes that meet specific project needs.

About the DeepBlue VIA OEM ecosystem

The creation of an edge-based detector is more than just deep learning and neural networks, it is also about the product which hosts the algorithms. This includes an operating system, a database structure, firmware management, watchdog, data storage and transmission, interface, and detector layout, and more. DeepBlue VIA is more than just a detector for traffic applications, it is also a complete ecosystem for hosting purpose-built application. The ecosystem allows partners to focus on their detection models, without having to dedicate time and energy on productizing.

The DeepBlue VIA ecosystem lives in the spirit of "you deal with the detection, leave the rest to us."

About trafficnow

trafficnow, a business unit of Traffic Network Solutions, came to life in 2008 with the mission of using new and exciting technologies to provide better real-time mobility information. The company is highly specialised in above-ground detection, and apart from the video analytics sensors, trafficnow has launched three generations of Bluetooth/Wi-Fi tracking sensors for travel time information and origin-destination analysis.

For more information, visit https://trafficnetworksolutions.com/