



Reliably measuring and improving cycling in a multimodal urban environment



Redefining
solutions



We have the least amount of data on the largest share of urban mobility users...



Groningen city centre

“The livingroom of the region”



The Challenge

“Cyclists’ association wants an end to the chaos for cyclists in Groningen”



“Opinion: who tames the cycling mob?”



Pilot city centre monitoring



“Groningen seeks new technologies for understanding traffic situations”



“City seeks help from private sector in solving cyclists and pedestrian congestion”



FlowCube: The sensor

- **Counts**
- **Traveltimes**
- **Routes**



Privacy by design

FlowCube does not store images

Groningen ✓
Rotterdam ✓





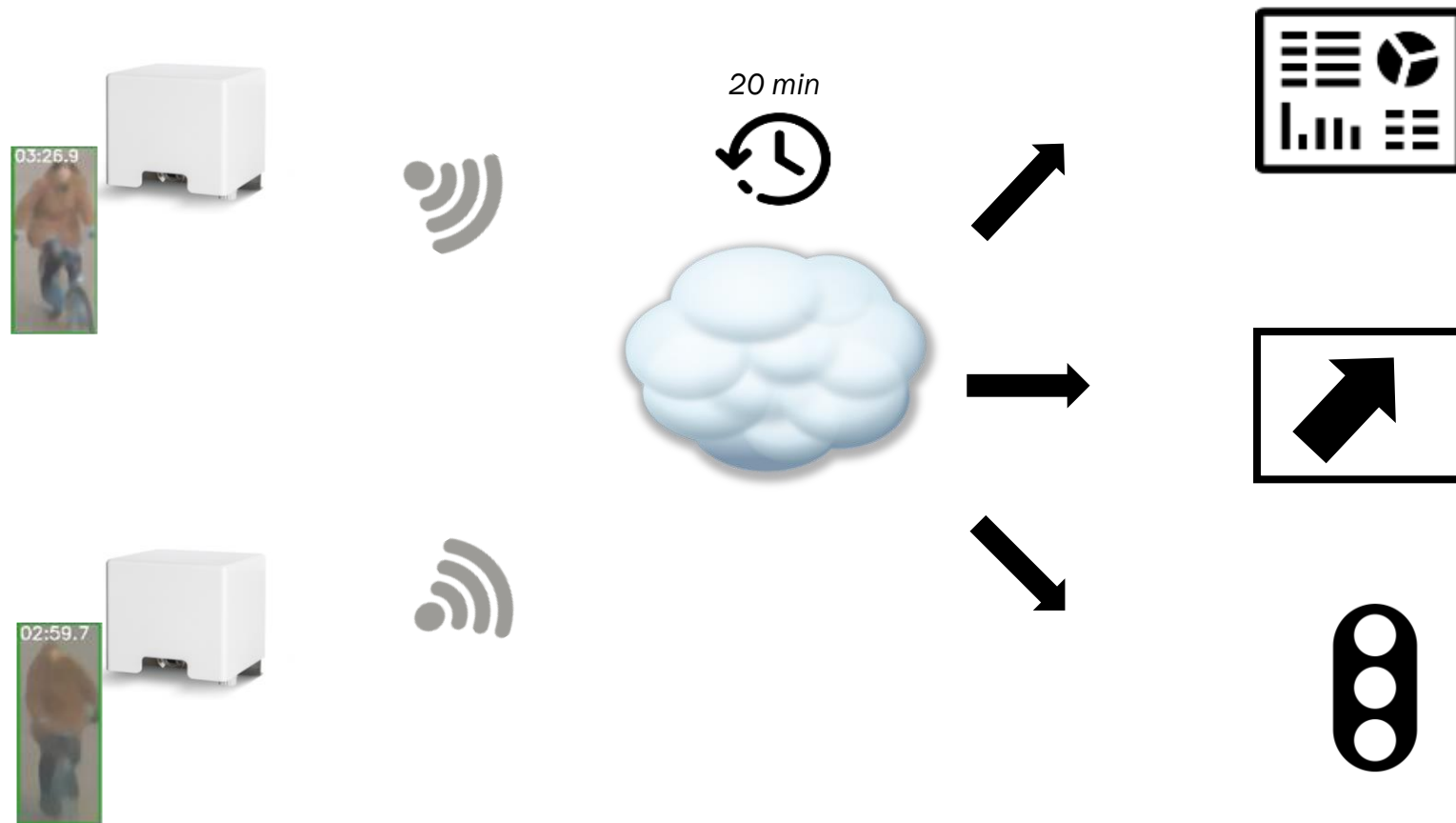
STATION

for small & big business

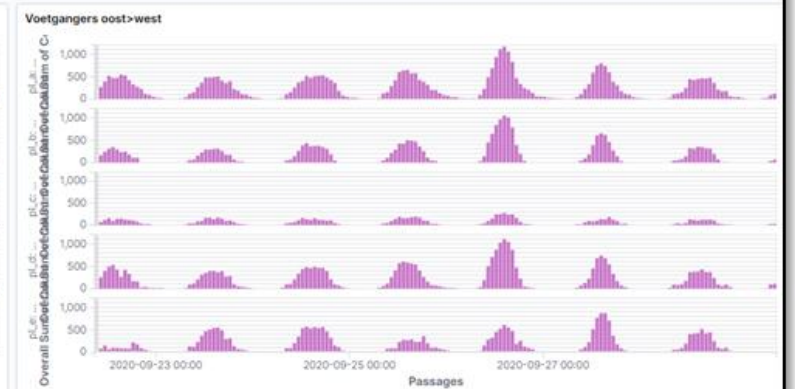
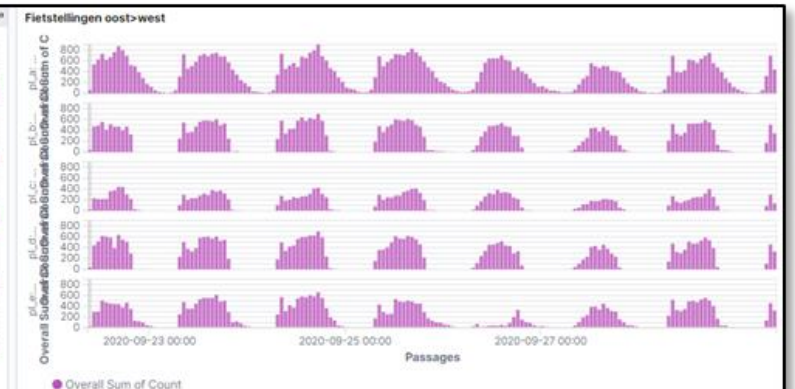
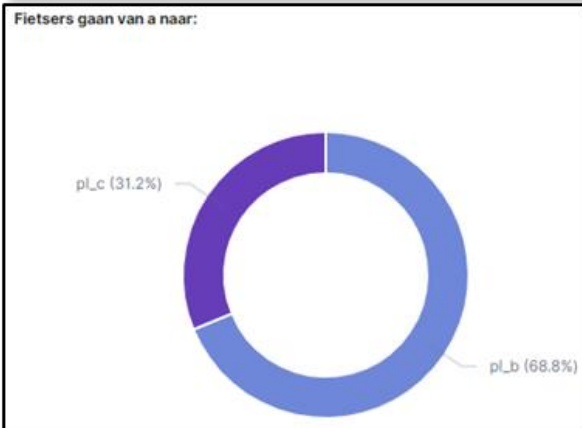
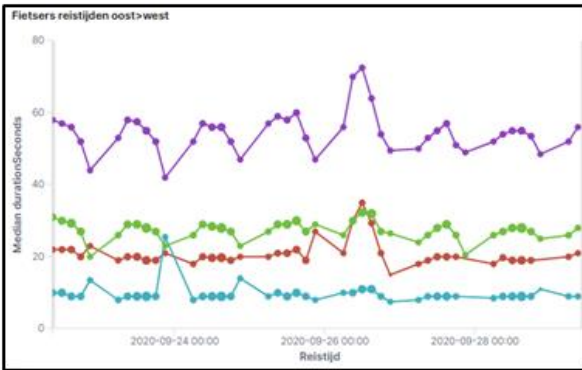
FlowCube system

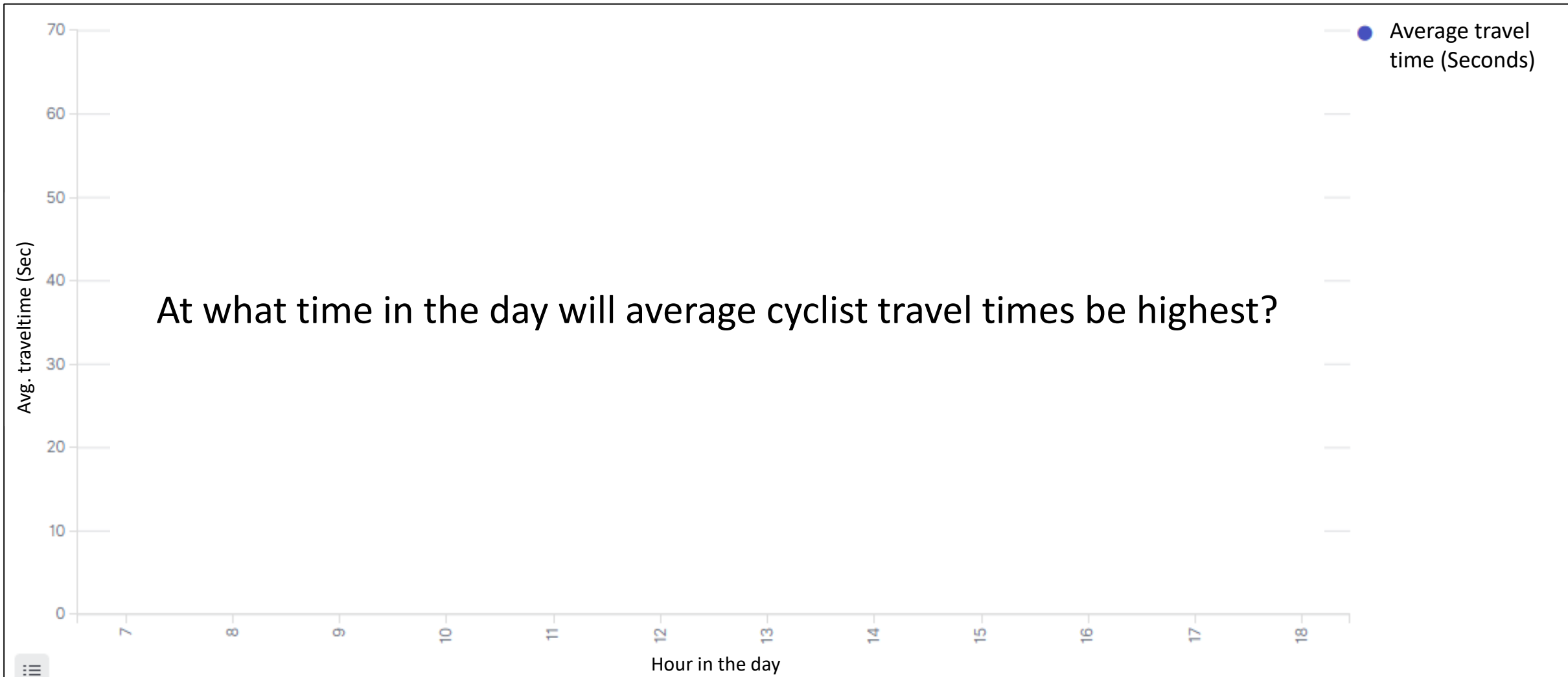


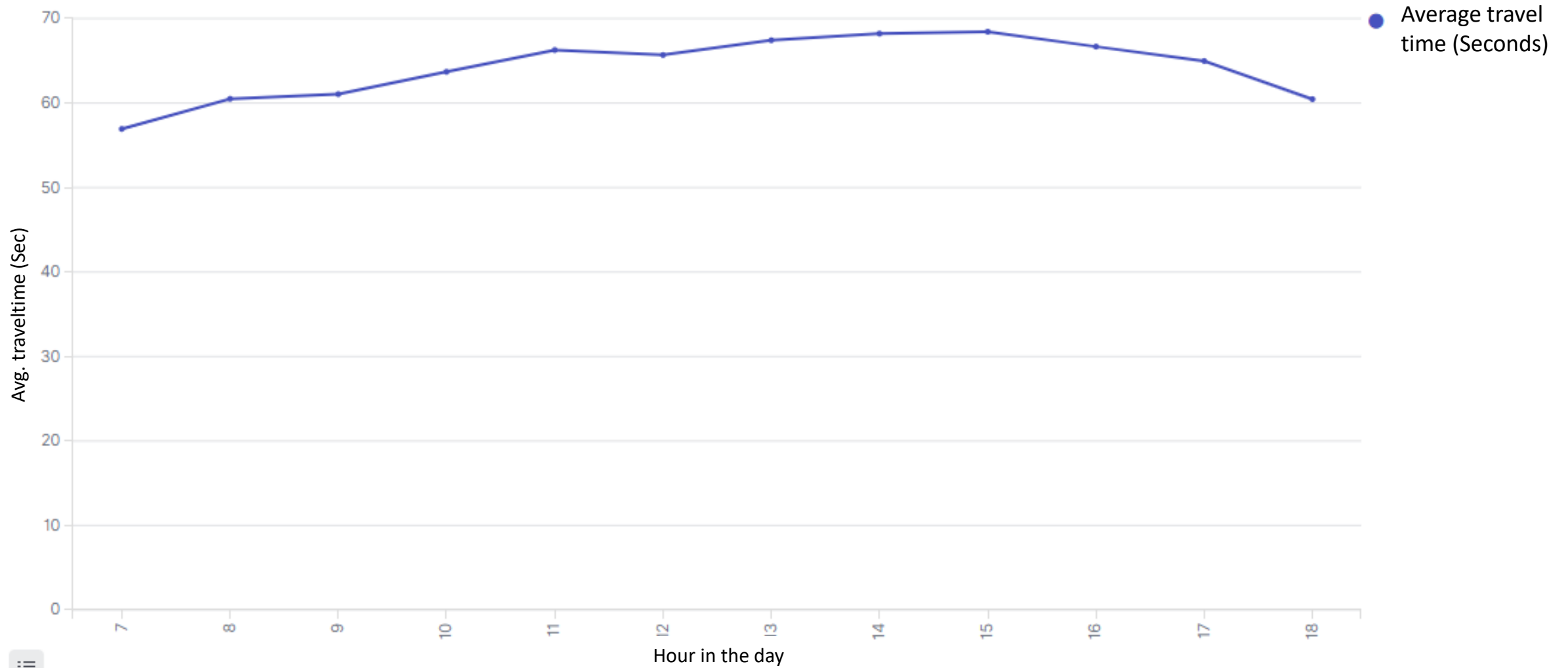
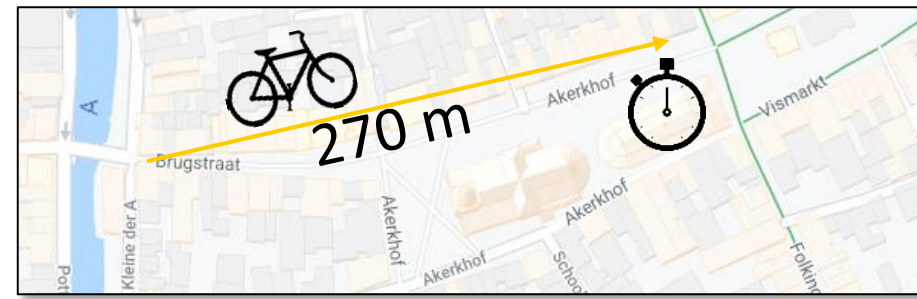
FlowCube system

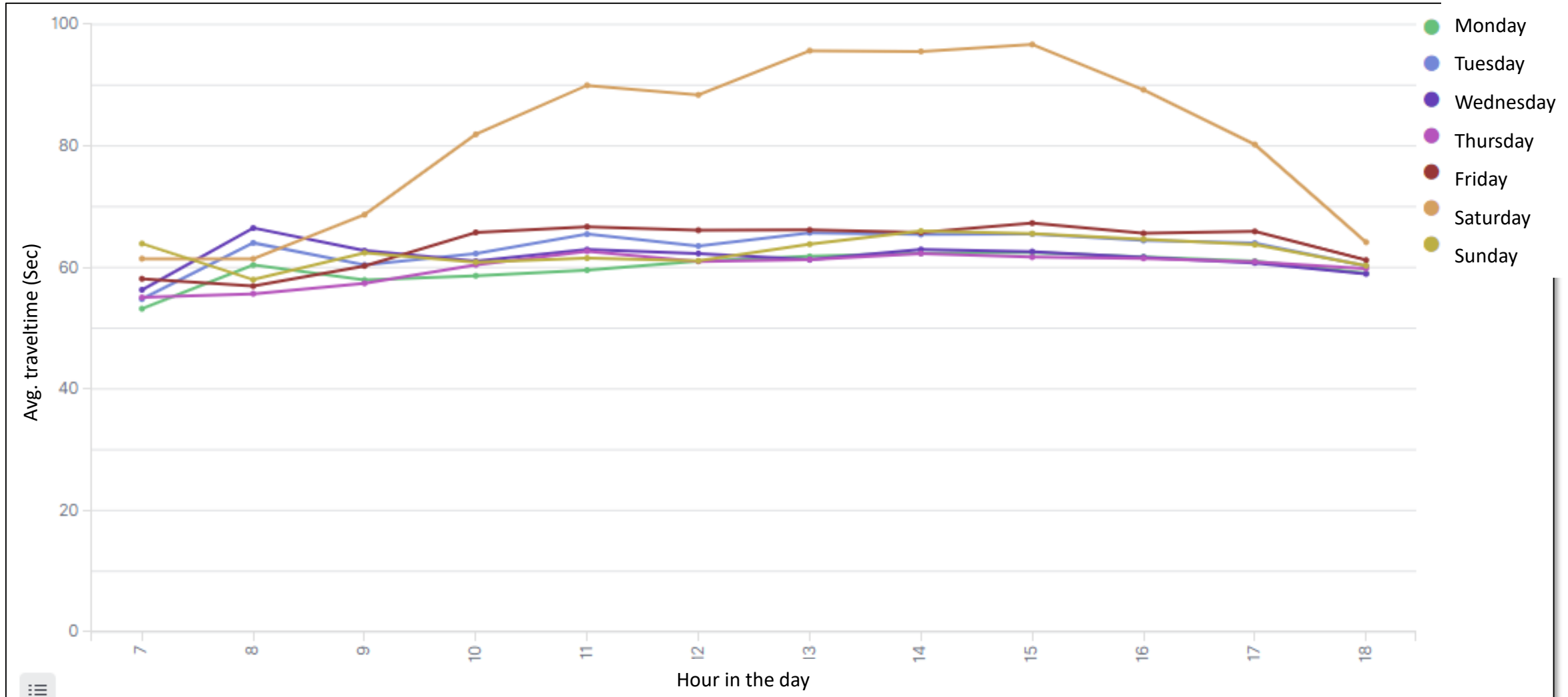


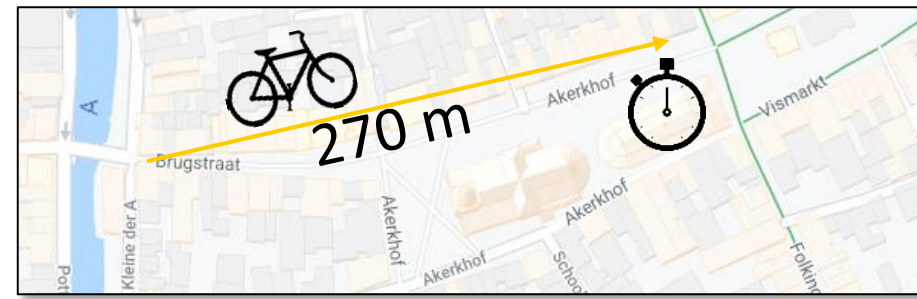
Dashboard example



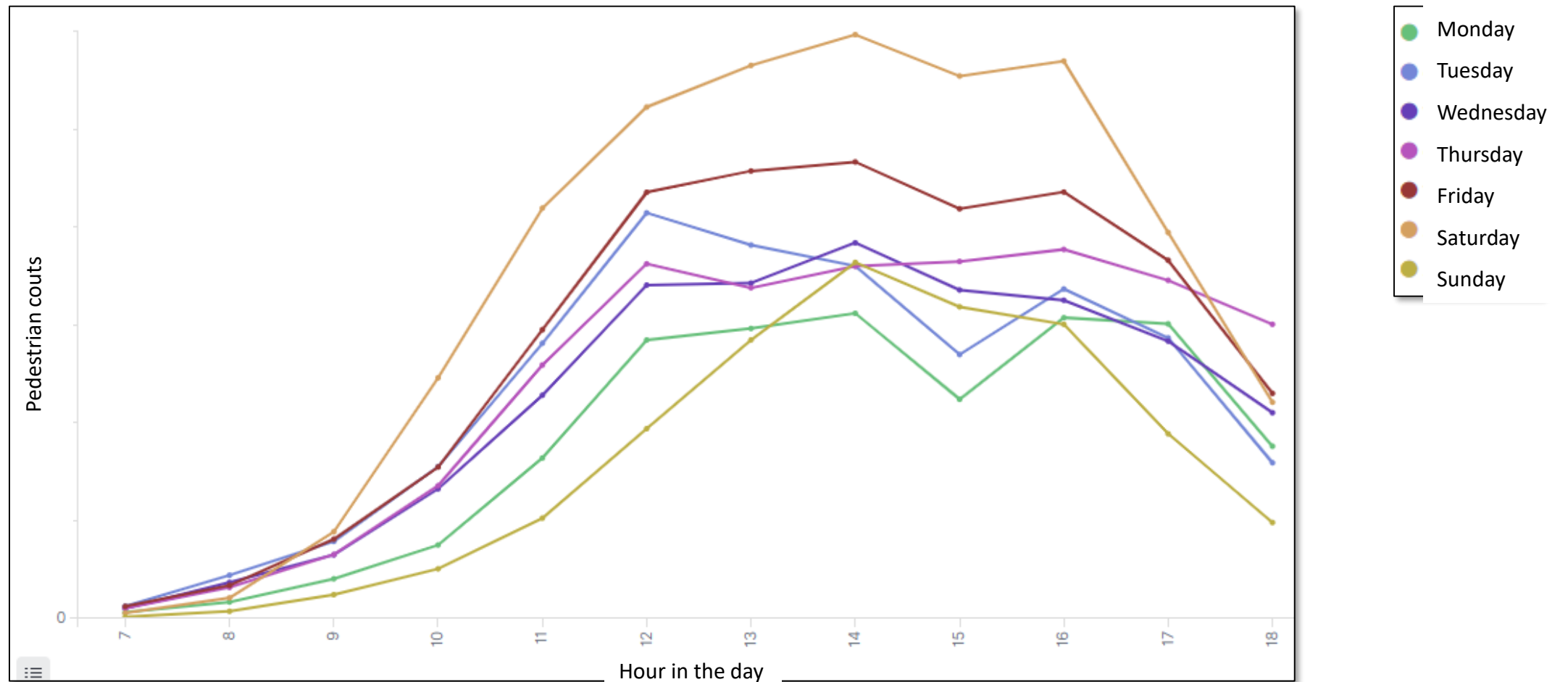








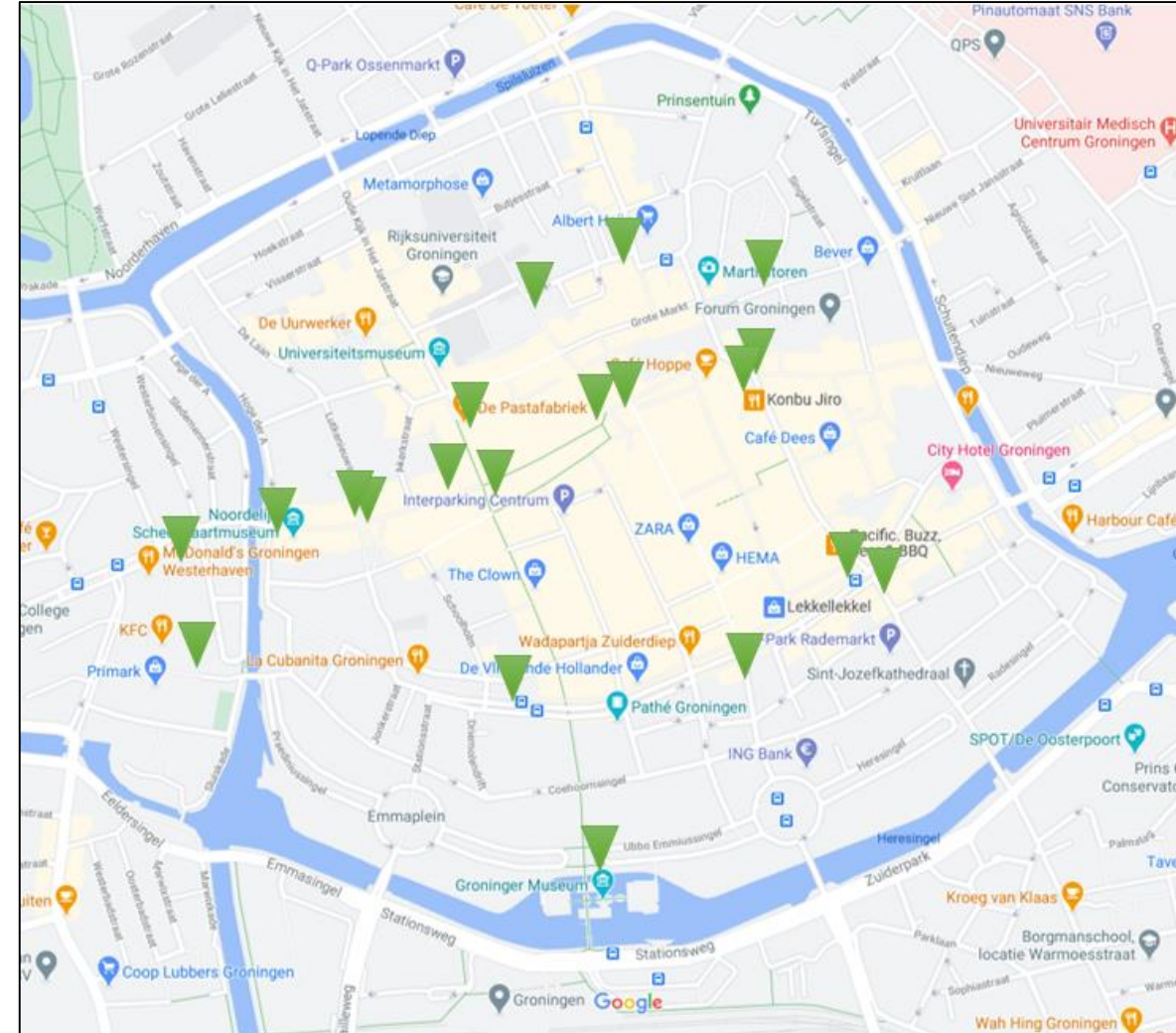
The key: pedestrian crowds



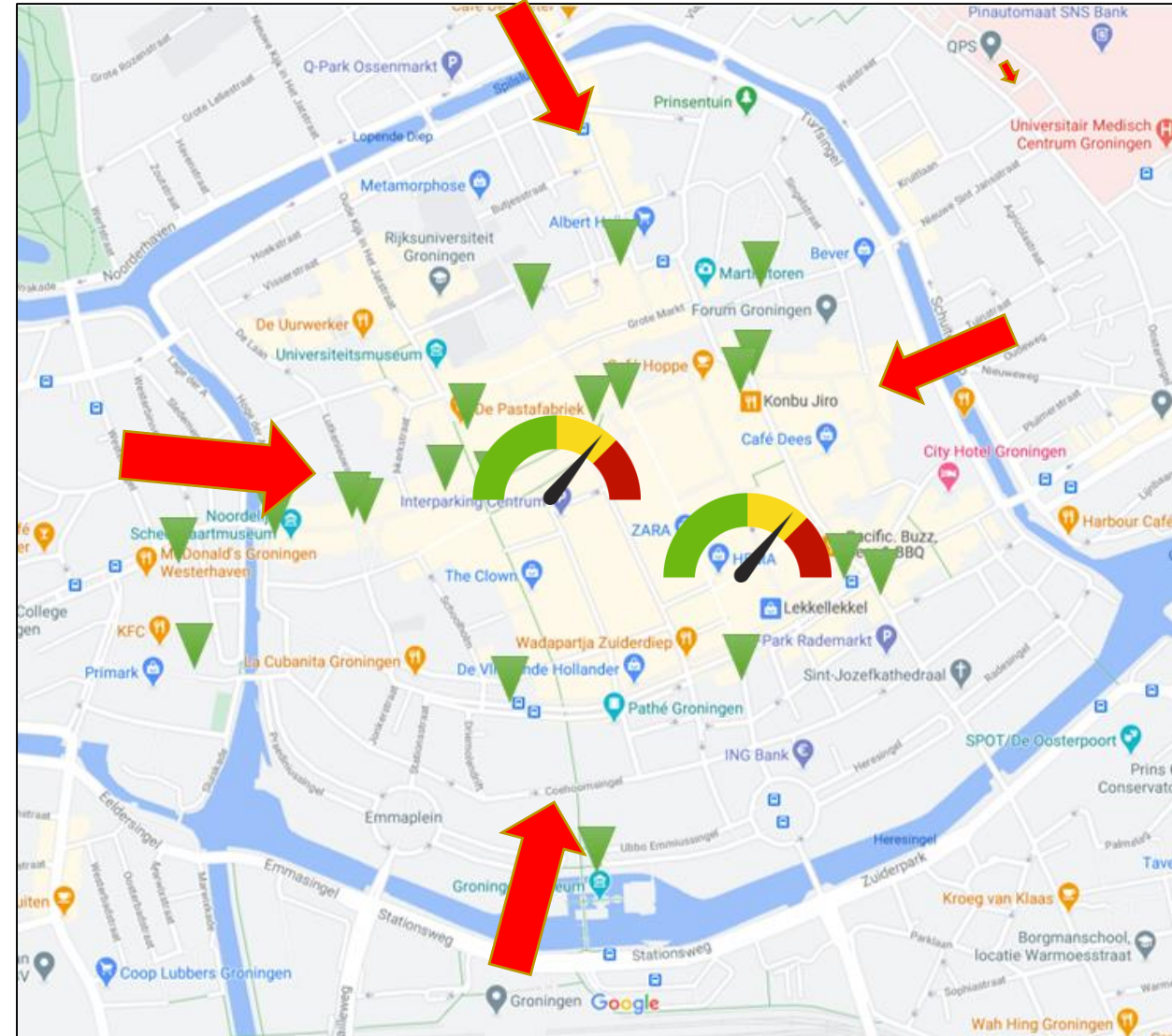
Unique with and richness in data

- 24 x 7 x 365
- 20 locations
- 2 directions
- Multiple modalities
- Crowdmonitoring (Social distancing)

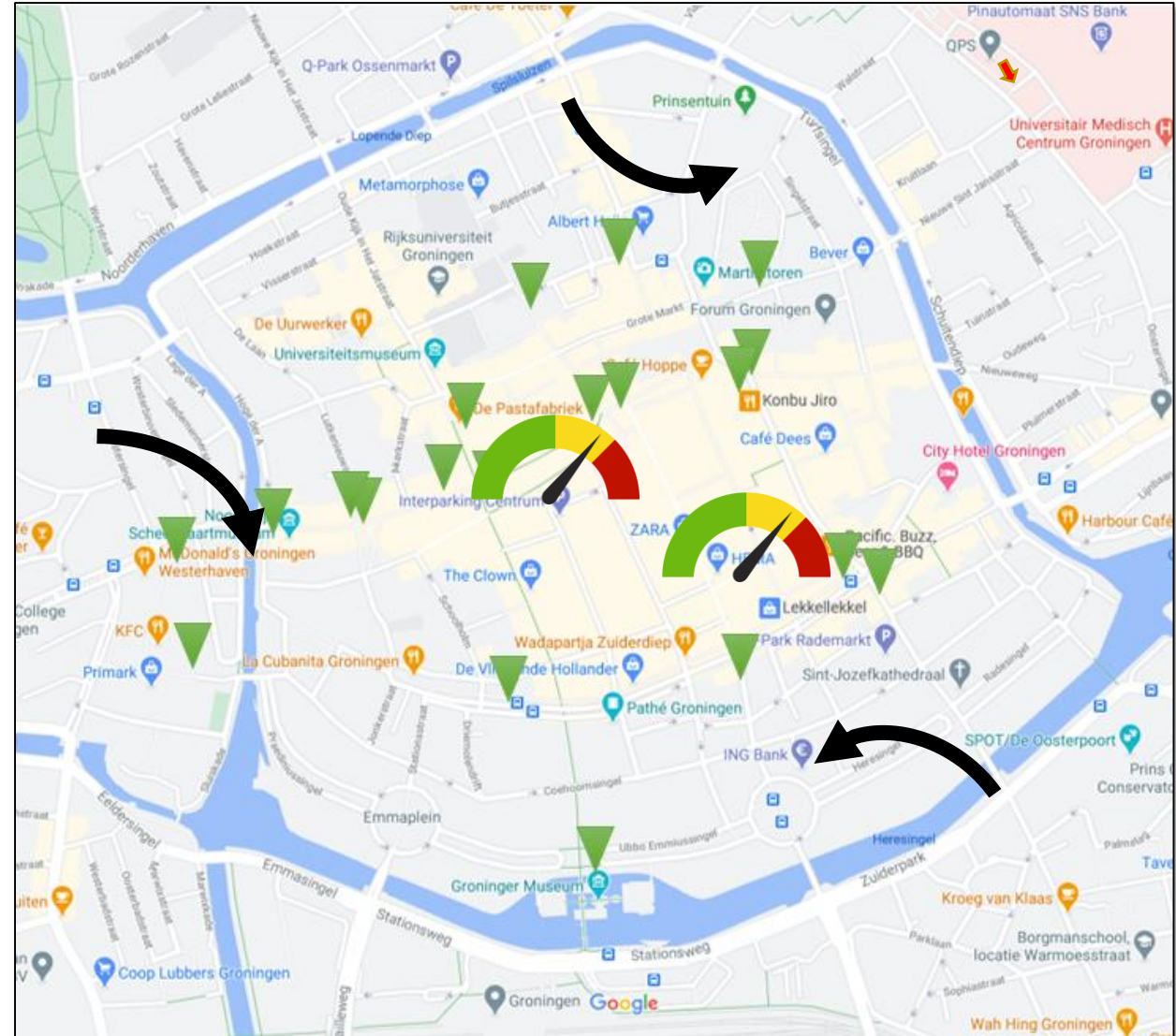
1,2M passers-by per week



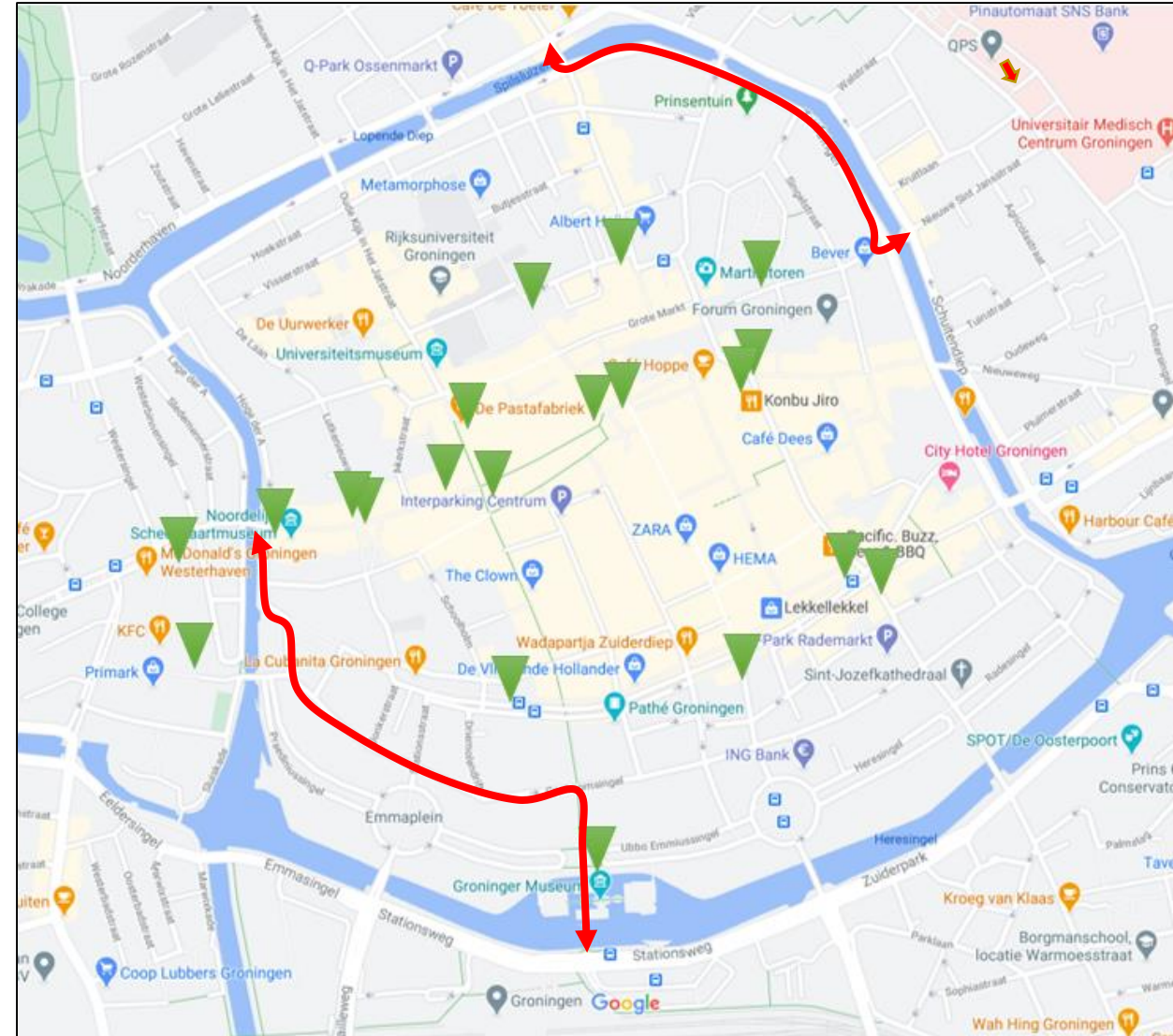
Use case example: Predicting crowds



Use case example: Reroute traffic



Use case example: Evidence based infrastructure adjustments



In short...



- Reliable data on cyclists, pedestrians and more
- Live and historic
- Your data
- Truly multimodal



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