

A photograph showing a bicycle lying on its side on a paved road. A blue and white helmet is on the ground next to the bicycle. In the background, the front of a light-colored car is visible. The text is overlaid in white, bold, sans-serif font.

**every day  
in Belgium  
13 children  
get hurt  
in traffic**

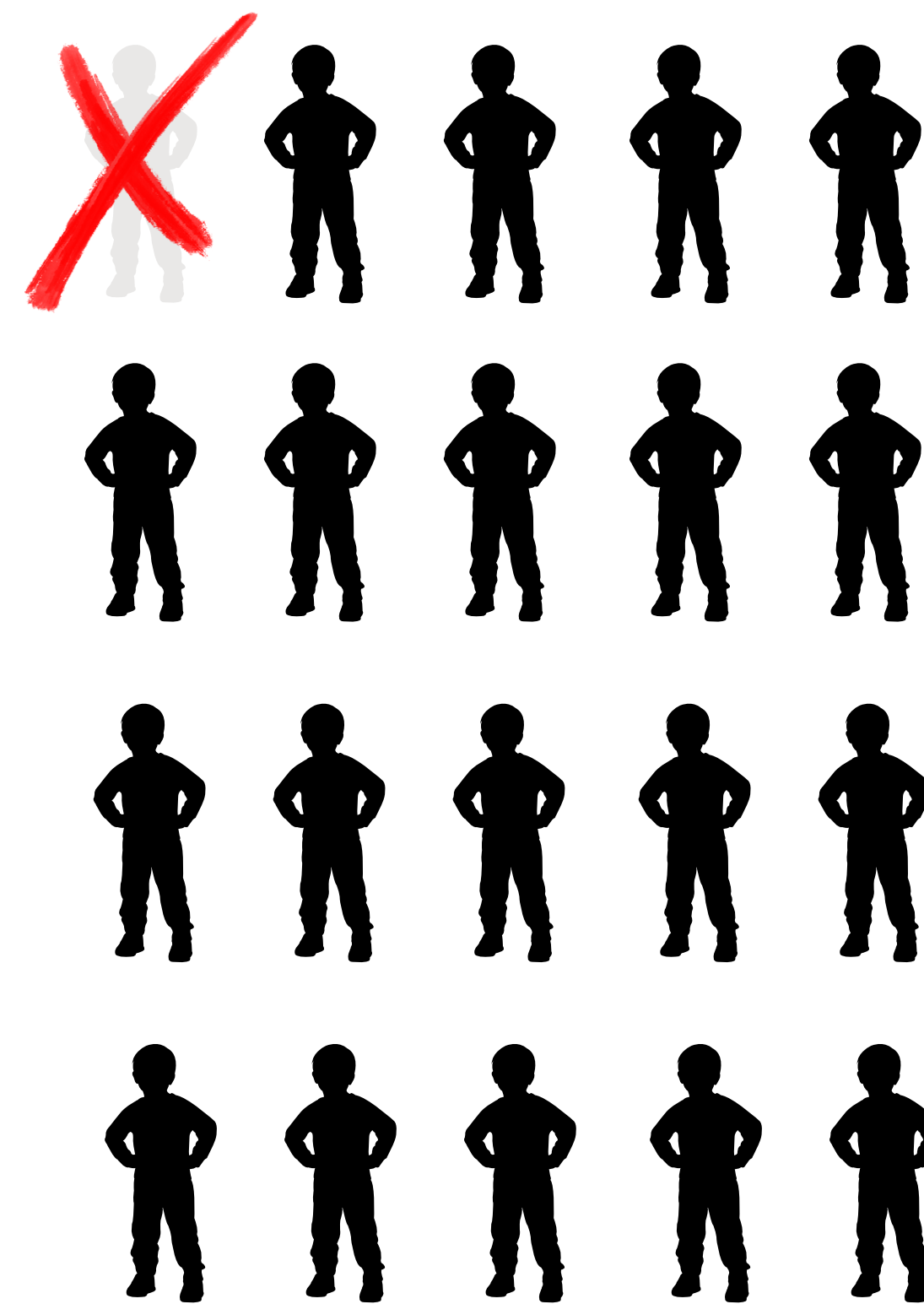
# 50 km/h

# 30 km/h

45%



5%



# hello there



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Managing Partner  
SecuRoad



**Astrid Thienpont**  
CEO  
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**Reiner Smets**  
Director Operations  
PZ Hekla





# Say cheese!

Together for safer roads with semi-fixed speed enforcement cameras and automated fine and insight management

**Vias, the Belgian Road Safety Institute** conducted an analysis at a primary school in the Antwerp region.

# Shocking observations

**34%** of drivers drove **faster than 40km/h** in the morning around **school time** when there was **no speeding camera**.

After installing a LiDAR speed camera, this percentage **dropped to just 3%**.



# The difference between life and death?

The number of drivers adhering to the speed limit **increased from 21% to 53%.**

The average speed decreased by almost **10km/h.**



## Take action & go for safer roads

1\_ have an open discussion with city and police zone about combined actions

2\_ choose the **type of camera** that suits your needs (fixed, mobile, section control or semi-fixed speed enforcement cameras)

3\_ who will **process** the fines? how can citizens easily **pay and view** the fines? how can data support future mobility policies?



NO  
MORE  
EXCUSES

# Combine camera types for increased road safety

## Fixed

- local speed reduction on one specific point, immediate acceleration once camera has been passed
- lengthy homologation process (+/- 6 months)

## Section control

- longer term speed decrease over trajectory
- lengthy homologation process (+/- 6 months)





choosing is losing?

# Combine camera types for increased road safety

## Mobile

- quick deployment
- partial enforcement during day (not 24/7)
- operator cost -> expensive

## Semi-fixed (LiDAR)

- quick deployment
- 24/7 enforcement
- no operator required



# Combine camera types for increased road safety

## Semi-fixed

- can be used on locations where other technology are not allowed or cannot operate due to metrological/technical restrictions
- bidirectional enforcement possible (2 front and 2 rear photos of all vehicles in violation)

A **mix of solutions** can be beneficial depending on your urban environment and the results you want to achieve.

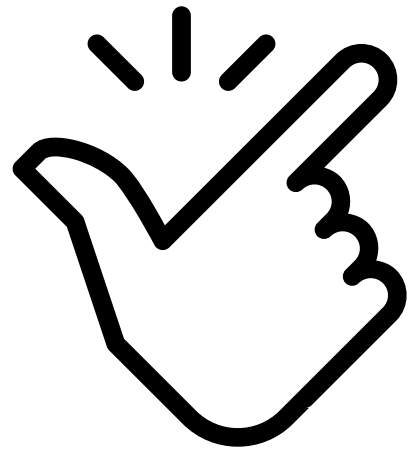


## Semi-fixed LiDAR

- immediately deployable anywhere because no site homologation required
- 99% guarantee of correct measurement results under all circumstances
- 24/7 technical monitoring for maximal safety and follow-up
- "Sammeke goes to school" awareness package to promote road safety near schools



# Processing becomes a piece of cake



Easily interpretable observations

Sammeke takes 4 photos of each offence

Seamless integration with processing software



S-Type	S-N°	Foto T	Foto Nr.	D-Tijd	FP	Foc	F
LMS-06	SAM	D90	009935-1	0.000	BHFKAGlh	22	5.6

V Richt ↓↓↓, T-Km/u 30, V-Km/u 51, Vak 2, Vtg PKW, OP IPZ-Saet, Jules van Bredaerckestraat, 16.10.2021, 16:54:31



S-Type	S-N°	Foto T	Foto Nr.	D-Tijd	FP	Foc	F
LMS-06	SAM	D90	009935-2	0.000	BHFKAGlh	22	5.6

V Richt ↓↓↓, T-Km/u 30, V-Km/u 51, Vak 2, Vtg PKW, OP IPZ-Saet, Jules van Bredaerckestraat, 16.10.2021, 16:54:31



S-Type	S-N°	Foto T	Foto Nr.	D-Tijd	FP	Foc	F
LMS-06	SAM	D90	009935-3	1.725	BHFKAGlh	22	5.6

V Richt ↑↑↑, T-Km/u 30, V-Km/u 51, Vak 2, Vtg PKW, OP IPZ-Saet, Jules van Bredaerckestraat, 16.10.2021, 16:54:33



S-Type	S-N°	Foto T	Foto Nr.	D-Tijd	FP	Foc	F
LMS-06	SAM	D90	009935-4	1.725	BHFKAGlh	22	5.6

V Richt ↑↑↑, T-Km/u 30, V-Km/u 51, Vak 2, Vtg PKW, OP IPZ-Saet, Jules van Bredaerckestraat, 16.10.2021, 16:54:33

# 10.000s of fines in a couple of clicks

worry-free and automated

## Click 1

Validate photos and retrieve personal data

## Click 2

Create automated invoices in accounting

## Click 3

Sign electronically

## Click 4

Send via automated printing to citizen

**IEDEEN GENKT**

**G.A.S 5**  
Leurs  
Leopold 3 laan  
3600 Genk

Ons kenmerk: GASS/2022/O/0000100 Datum: 07/02/2023

**Geldboete GAS 5: beperkte snelheidsovertredingen zone 30/50 d.m.v. trajectcontrole/snelheidscamera**

Geachte

Op 07/02/2023 heeft mijn dienst uw verweermiddelen ontvangen inzake de administratieve geldboete<sup>1</sup> die u per kennisgevingsbrief van // werd opgelegd ingevolge een inbreuk met het voertuig met nummerplaat 1RKV145.

In uw verweerschrift argumenteert u:

- Dat
- Dat
- Dat

Bij deze breng ik u ter kennis dat ik uw verweermiddelen ontvankelijk doch **ongegron**d acht, overwegende:

- Dat
- Dat
- Dat

Bijgevolg dient u de geldboete alsnog te **betalen**<sup>2</sup>, uiterlijk 30 dagen na verzenddatum van dit document. Opgelet: door binnen de 30 dagen te betalen kan u **extra kosten vermijden**. Gelieve steeds de gestructureerde mededeling te vermelden bij de betaling.

BETALINGSINFORMATIE		Betaal snel en veilig via deze QR-code
Bedrag:	53 euro	
Begunstigde:	Stadsbestuur Genk Stadsplein 1 – 3600 GENK	
IBAN:	BE90 0971 7082 0232	
BIC:	GKCCBEBB	
Mededeling:	+++160/2200/06947+++	

Twee op drie mensen betalen hun administratieve geldboete op tijd. Volgt u dit voorbeeld?  
Bij betalingsmoeilijkheden kan u een afbetalingsplan aanvragen via [debiteuren@genk.be](mailto:debiteuren@genk.be), telefonisch via 089 65 40 48 of online op [www.genk.be/gas](http://www.genk.be/gas).

of opmerkingen?

14 van de wet van 24 juni 2013 betreffende de gemeentelijke administratieve sancties en mits  
zo'nklijk Besluit, worden opgenomen in het register van de gemeentelijke administratieve sancties.  
epalingen van de wet van 30 juli 2018 betreffende de bescherming van natuurlijke personen met  
gegevens. U heeft op ieder moment recht tot inzage en rechtzetting van de gegevens die u betreffen.  
ne beroep aan te tekenen bij de politierechtbank. Hiertoe dient u op straffe van verval binnen een termijn van  
een verzoekschrift neer te leggen bij de politierechtbank te Genk.

worry-free and automated



# Set the counters to zero and have a coffee



The screenshot shows the 'intouch' BACKOFFICE dashboard. The left sidebar contains navigation options: Start, Vaststellingen, Dossiers, Betalingen, and Rapporten. The main content area is titled 'Start' and 'Welkom bij InTouch!'. It displays eight data cards in a 2x4 grid, each with an icon, a title, a count, and a 'Bekijk' button.

Icon	Count	Description
Person	2	Persoonsgegevens toevoegen (GAS gemeente)
Person	9	Persoonsgegevens toevoegen (GAS politie)
Envelope	299	Neem GAS-vaststellingen in ontvangst
Gavel	2	Verweer (GAS)
Speech bubbles	2	Onafgeronde contactmomenten (GAS)
Document	495	Vorbereide documenten (GAS)
Envelope	1	Dossiers voor financiën (GAS)
Euro symbol	102	Aanmaak en te wijzigen facturen politie



**more cameras**  
**= more fines**  
**= safer roads**  
**≠ more work**

¾ of infractions drops by about 50% after several months (fixed and section control)

SaaS and an online appeal portal reduce human intervention

1-3% are appeals (30 min of work per appeal)

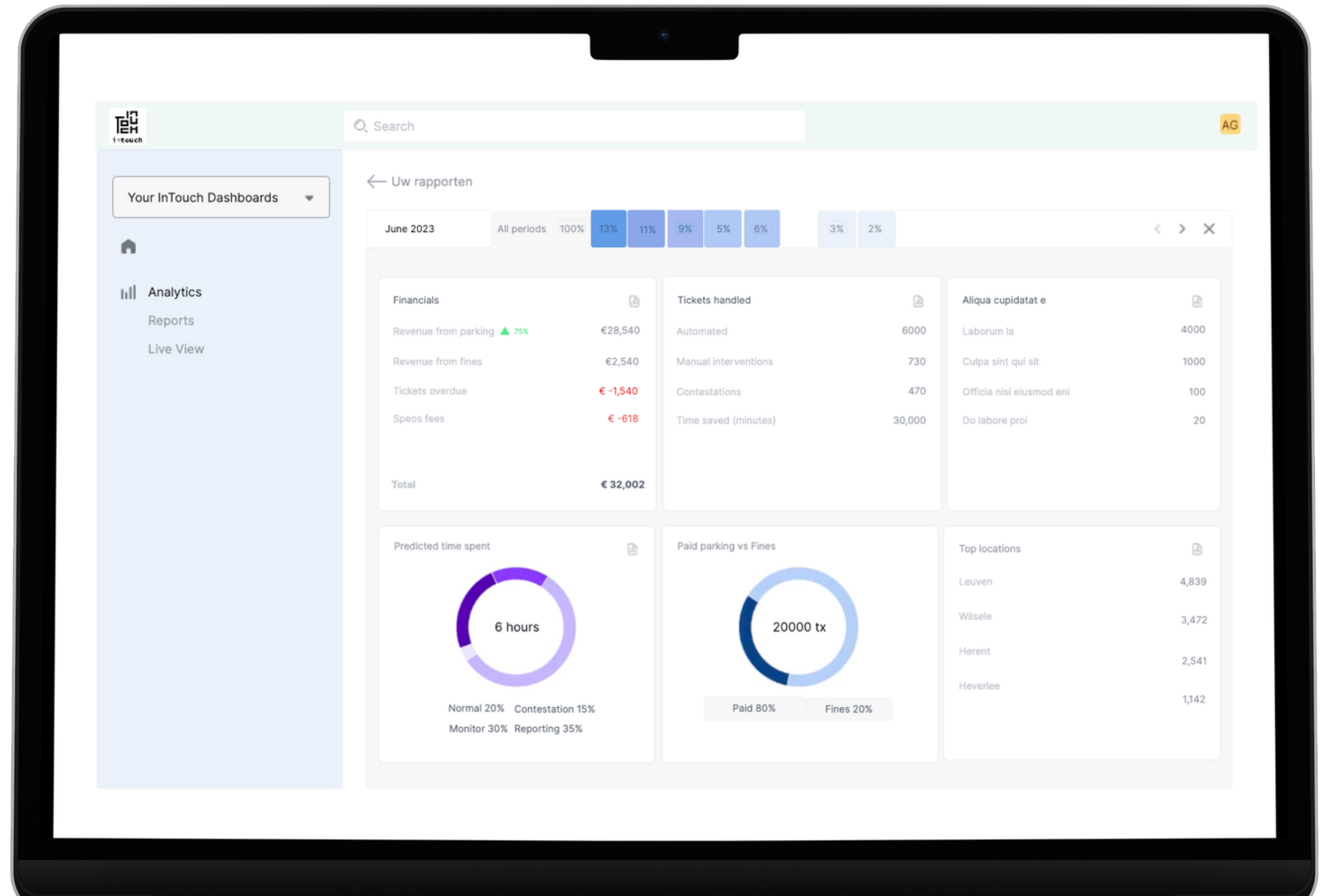
show me the data



# Real-time insights dashboard

Input = observation data  
(cameras, handhelds,...)

Action = **Adjust mobility and traffic policies for increased safety**





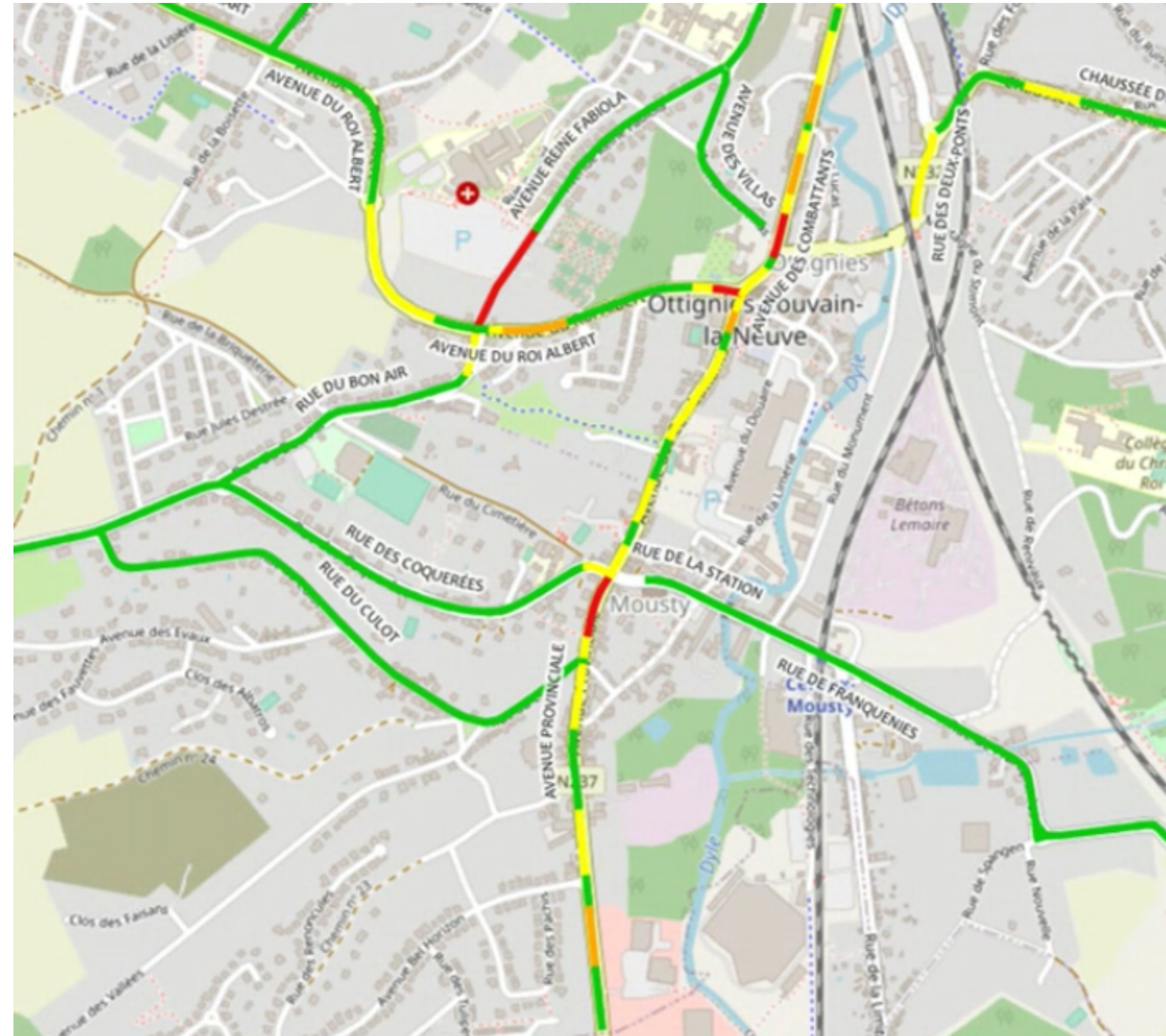
# show me the data



Input = sensors and floating car data

Result = Color-coded map with historic speeding per day and time

Action = **Implement enforcement missions** and **traffic calming measures** according to a predictive speed enforcement principle.



**Reiner Smets**  
Directeur Operaties  
PZ Hekla



“Perfect add-on for fixed cameras and section control”

“Highly visible for road users and local residents as opposed to mobile cameras”

“Weekly move of the camera ensures wide reach”

“Residents ask proactively to place a LiDAR”

“Highly automated process to send fines”

**start today**

## **Increase road safety**

Successful use cases in more than 175 cities

Complete unburdening

Immediate and lasting effect on road safety

Combined scenario with other solutions possible



thank you



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# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL  
CONFERENCE

# 2023

LEUVEN, BELGIUM • 29-30 NOVEMBER 2023



leuven