



Virtual loops for a  
smarter traffic light reality

NOW Wireless traffic light technology is the most advanced available for vehicle and pedestrian management and data gathering.

It is also the most cost-effective, delivering unparalleled options for a fraction of the cost involved installing a standard inductive loop detection system, one with either MOVA or SCOOT management software, to control traffic lights at a junction. These require extensive roadworks, expensive temporary traffic management and endless ongoing costs: Resurfacing damages the cabling just beneath the road and means regular repairs

Because our already cost-effective systems are digital, installation involves no disruption or costly ongoing maintenance. They work as well on day thousand as on day one, connecting securely with existing ducts laid more deeply or by wireless connection.

The 'smart city' system we deliver is straightforward to install and involves no digging up road surfaces. It also does much more. Thanks to its flexible and future-proof proprietary artificial intelligence (AI) added options include:

- Automatic Number Plate Recognition (ANPR).
- Vehicle tracking.
- Turn analysis.
- Start and end of journey information.
- Count and classification of cycles, vehicles and pedestrians.
- Integration into pollution and weather detection systems.
- Wireless connections.

## How it works

Our 'virtual loop' traffic light system uses CCTV cameras to gather information. But it also collects anonymised electronic signatures from passing vehicles and people. This unique combination provides an unrivalled picture of how roads are being used, even by vehicle type, and traffic flows across the city.





## Real time data

There are other digital systems. But they rely on cameras and do not collect electronic data. This means that they need enough CCTV units in place for each camera to 'see' the next one in sequence if even a single journey is to be tracked accurately. NOW Wireless offers this, but also allows cameras not in visible range to work.

The combined NOW Wireless information gathering from virtual loops and Digital Signatures feeds into the AI for immediate analysis and action.

The result is unmatched: An automated, real-time response to actual conditions, one that keeps traffic moving based on demand and priorities, whether this involves pedestrians or types of vehicle.

We also provide an Applications Programming Interface (API) to ensure that our systems work seamlessly and smoothly with other management software, UTM vendors, UMS and traffic signal suppliers.

## Better decision making

The NOW Wireless AI gives knowledge and control, gathering anonymised data that can be analysed to help make policy decisions. We track 750,000 vehicle journeys a day in part of the West Midlands.

## Do more with one solution

Virtual loops can work alone, but are part of a suite of NOW Wireless digital traffic management options developed to scale, integrate and connect, delivering fully flexible traffic management built around optimised machine learning. Our technology anticipates the 51 per cent increase in vehicle traffic predicted by 2050.

For more information about how NOW Wireless can meet your traffic management needs please call **01883 621 100**.

## NOW Wireless 'virtual loop' technology means:



Prioritising vehicles by type to encourage greener options or make junctions safer.



Full integration into 'smart city' programmes increasingly required to control and divert traffic.



Anonymised data on road use, including pedestrian counting, to inform policy decisions.



Significant financial savings, leaving more money to be spent elsewhere instead of creating traditional loops at traffic lights.



Working with a UK company with four decades of experience and a track record for providing advanced, cost-effective software packages to 43 local authorities.



Getting the best from Bluetooth technology, including data gathering from passing Bluetooth-enabled devices but without identifying individuals.



Manufacturer and Supplier  
of advanced AI City Solutions

[nowwireless.com](https://nowwireless.com) | 01883 621 100 | [sales@nowwireless.com](mailto:sales@nowwireless.com)

NOW Wireless, Bourne House, 475 Godstone Road, Whyteleafe, CR30BL