



Walter Nunziati

CEO

Magenta srl

<http://chest-trafficflow.magentalab.it/>

Bilateral Meetings

- Thursday (10:00am - 12:00pm)
- Thursday (12:00pm - 2:00pm)
- Thursday (2:00pm - 4:00pm)
- Thursday (4:00pm - 6:00pm)

Description

The project proposed by Magenta Software Lab aims at conducting an extensive traffic measurement campaign in the Florence metropolitan area. Magenta will ask people to use their technology to set up traffic monitoring points from their windows, balcony or other vantage points to lay out a network of sensors of unprecedented coverage for this area, effectively setting up an integrated and participatory traffic monitoring initiative. At the end of the campaign, Magenta will release the collected data in order to promote the diffusion of actual information through social media or mobile applications, that will help to steer the public toward better, more sustainable mobility modes.

Organization Type

Company

Organization Size

Yes, I need an Exhibition Visitor Pass Discount Code

LinkedIn

<https://goo.gl/zhPku>

Areas of Activities

SMART SOCIETY

1. participation

MOBILITY

1. Intelligent transport systems

Offer

Smart Traffic Monitoring

We seek industrial or public body partnership to extend our project <http://chest-trafficflow.magentalab.it/> to other

cities of Europe, and/or to foind ground for potential EU proposals in the next series of H2020 calls.

Cooperation Offered

1. Technical co-operation