

TRAFFICLAB & WETRAFFIC

URBAN ANALYSIS & SMART TRAFFIC SOLUTIONS FOR ALL



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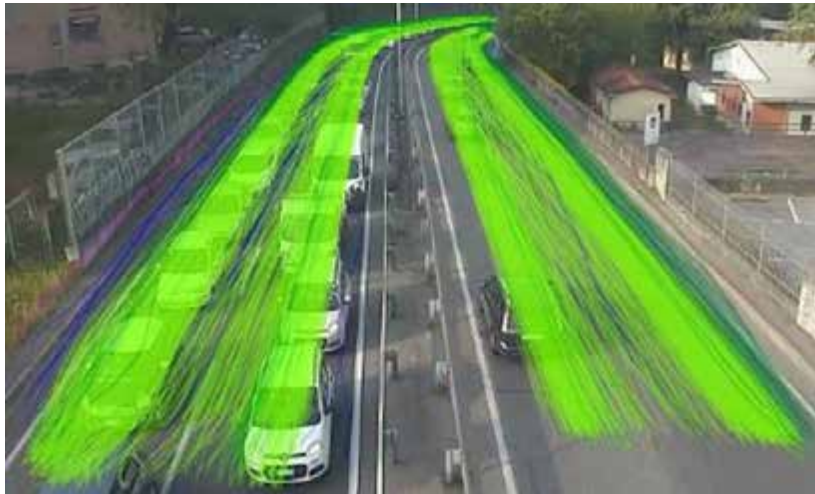
Trafficlab isn't just a traffic engineering professional firm. I like to define it as a urban mobility and traffic laboratory.

Trafficlab offers the most modern technologies to create advanced and innovative solutions for those who believe in traffic and urban analysis as market opportunities.

We are specialized in:

1. Road Traffic Engineering services
2. "One-shot" Urban Analysis
3. Advanced Urban Analysis

Trafficlab: movement analysis service.

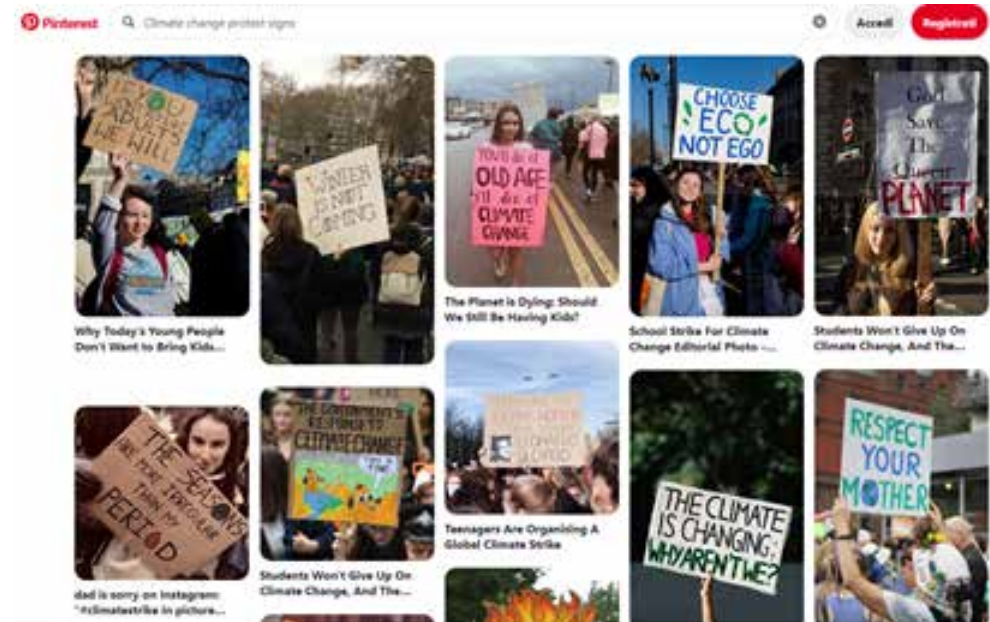


From Traffyclab to Wetraffic

From this experience the idea for Wetraffic was born .

The widespread belief that traffic – and so road accidents – is the price to pay for the freedom of movement is inadequate and decreases the interest in this typology of information.

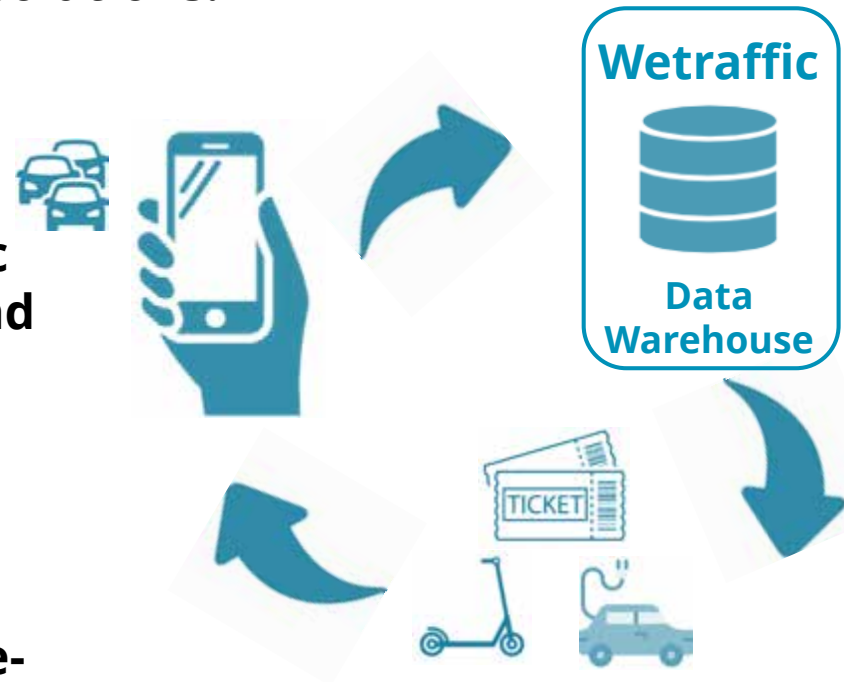
Our idea is to help those who believe in an eco-friendly lifestyle that the solution is a shared and intelligent mobility.



Wetraffic UVP

Wetraffic is powered by its open community of everyday users: thanks to the data provided it builds a detailed map of historical traffic by volume, acoustic and air pollution, with the final desire of obtaining intelligent mobility solutions.

Thanks to gamification WeTraffic App incentivizes the users to send videos from their mobile about their local traffic in return for credits, to be converted into vouchers for smart modes of transportation (public transport tickets, use of sharing mobility, e-bikes, electric scooters, etc.)



Business model.

Another features is the WeTraffic certificate: a technical document that refers to information such as flow, speed, environmental and noise pollution, and road safety.

Other example of service available could be the sleep advisor service, which offers tourists a guarantee certificate for a peaceful sleep when the structure is located away from traffic.

A data visualization and analysis platform is also available.

