



Transoft Solutions <https://safety.transoftsolutions.com>

Company:

Transoft Solutions (ITS) Inc. delivers solutions that assist transportation engineers and urban planners to quickly and easily collect, monitor and analyze traffic video data. The results offer a deeper understanding of traffic flow, road user behaviour, and near-miss patterns which allows cities to make smarter traffic infrastructure decisions and improve road safety and mobility for drivers and pedestrians.

Main business areas:

- Video analysis from temporarily installed cameras to obtain traffic and safety information.
- Video analysis from permanent connected cameras to obtain continuous traffic and safety information updated in near real-time.

Tech areas for collaboration with Korean companies:

Transoft is a leader in road safety technology and leverages advances in AI technology, accelerated computing technology, telecommunication technology, drone technology, and camera/LIDAR technology to be able to continue to deliver an ever increasingly sophisticated, accurate, affordable, and reliable traffic safety monitoring product. There are many opportunities to accelerate this technological development through R&D collaboration and Transoft seeks to partner with a wide variety of technology providers.

We are seeking

- Expertise in deployment of ITS solutions and technologies.
- Smart AI traffic camera manufacturers
- AI-chip manufacturers
- Connected Vehicle OEMs and Tier-1 providers
- Research partners to help validate a crash prediction model in Korea

Competitive advantages:

Transoft provides innovative and high-impact solutions that help decision makers improve transportation systems through intelligent transportation, including real-time video-analytics solutions for improving traffic operations and road safety. As congestion and road injuries are one of main negative impacts of urban mobility, governments at all levels are looking for effective traffic operations and safety improvement strategies to alleviate this global problem. To address these issues, cities are constantly investing in projects and strategies requiring the use of proactive monitoring tools to generate data and performance indicators to evaluate the impacts of such actions. Transoft is the leading company specialising in the development and deployment of such integral solutions that help cities to monitor traffic operations and road safety and identify most effective actions. Our video-analytics solutions aim to develop more sustainable transportation systems by improving traffic conditions and safety of all road users with a particular focus in vulnerable road users. Being flexible in various ways, our technologies can be deployed in small or large networks using real-time or post-processing data processing strategies.

Major clients/partners:

State/Provincial governments: Massachusetts DOT (USA), Pennsylvania DOT (USA), Seattle DOT (USA), Wisconsin DOT (USA)

Municipal governments: Atlanta (USA), Bellevue (USA), Bruce County (Canada), Hutt City (New Zealand), Maricopa (USA), Region of Durham (Canada), Seattle (USA), Toronto (Canada)

Engineering Consulting Firms: AECOM (USA), Fehr and Peers (USA), GHD (USA), Jacobs Engineering (USA), Stantec (USA), Toole Design (USA), Transpo Group (UAE), Verkehrsteiner (Switzerland), WSP (USA)



Global Organizations: Inter-American Development Bank, International Association of Traffic and Safety Science (IATSS), World Bank, World Resource Institute.

Research Institutes: Austrian Institute of Technology (AIT), VIAS Institute (Belgium)

Technology development and international partnerships:

Transoft Solutions (ITS) Inc first developed and launched TrafXSAFE solution suite (previously known as BriskLUMINA and BriskVANTAGE) in 2017 in Waterloo, Ontario. Initial projects included partnerships with nearby cities in Canada such as the city of Toronto, Waterloo, and Montreal. The solution quickly expanded to the United States, Europe, and Asia, and expanded from working with mostly municipalities to worldwide engineering firms, global organizations and research institutes. Since launching, we have deployed our technology in over 15 countries around the world including the US and Canada, Mexico, Colombia, Switzerland, Belgium, the Netherlands, Germany, Austria, the UAE, Ethiopia, Australia, and New Zealand. In doing so have partnered with global organizations such as the Inter-American Development Bank, the World Bank, the World Resources Institute, as well as the Austrian Institute of Technology, VIAS Institute, and other universities.

Meeting objectives:

We have 2 objectives in this PDA:

1. Work with transportation engineering firms to deploy our smart city technologies into Korea.
2. Identify key partners that are able to use our traffic data to further reduce collisions.