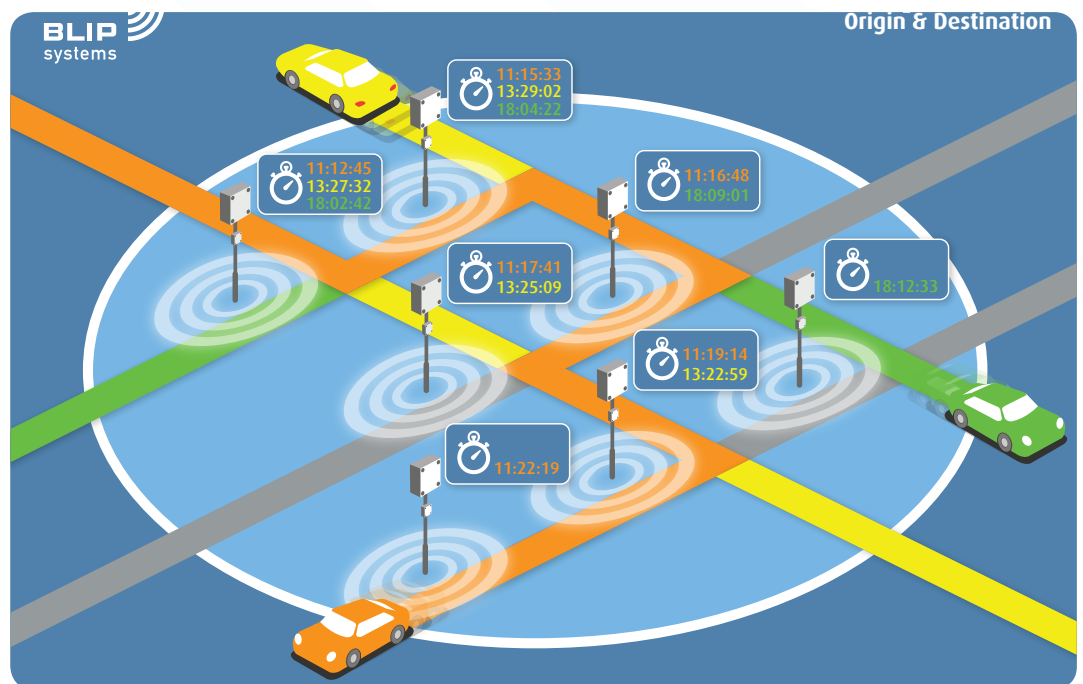# BlipTrack
## Origin and Destination Analysis

BlipTrack provides key information on the use of the road network, enabling traffic management to understand various traffic-related matters, such as the impact of traffic control, roadworks, accidents and events.

The solution works by placing sensors at strategic points along roads, transit networks and public places. The sensors detect Bluetooth or Wi-Fi devices, found in mobile phones and in-car audio and communication systems. When a device passes the sensors, its unique ID—called a MAC address—is recorded, encrypted and time-stamped. By re-identifying the device from multiple sensors, the solution is able to detect incidents and changes in traffic patterns, identify problem areas and provide trustworthy data about the capacity of the existing roads.



BlipTrack gives traffic engineers the ability to obtain specific and accurate statistical information about each road users´ travel times, speeds, dwell times and movement patterns—from the moment they enter an area until they leave, and everywhere in between, both in real-time and historically. With this information, road authorities are able to evaluate and validate existing traffic models and plan ahead, day-by-day, hour-by-hour, and minute-by-minute.

The analyzed data is presented in a web-based, multilingual intuitive user interface, with graphs and dashboard views, including interactive map views. BlipTrack can be easily integrated with existing traffic management systems through various data output facilities and open standard protocols.