

TRAFFICLAND

Sirrus Technology helps motorists beat traffic queues in Washington, D.C.

Project: Trafficland, Washington, D.C.
Specified: State of Virginia
Equipment: Bespoke IP Video System Rack comprising of 108 video upload codecs plus dial Compaq Proliant Webservers running Linux 6.1

Empowering drivers to beat traffic jams

In USA, Washington D.C. area, 50,000 people a month use their PC's to access individual cameras around the main road network to check out the best route to avoid traffic jams. They view the scene directly and get images updated every second – clearly showing how fast the traffic is moving and allowing them to use their own judgement to plan the best route.



Sirrus, a British company, provided the means to make this possible using pioneering Remote Vision technology that is networked to a web server allowing motorists to see actual traffic conditions. CCTV cameras positioned on the roads can be viewed in real-time on the

Trafficland web site; www.trafficland.com



Mike Holt, Chairman at Sirrus, explains: "This is the only system we know of to allow people to view live traffic footage. Existing traffic viewing sites only update the images every few minutes meaning that you are actually viewing a stationary image and consequently have no idea how fast (if at all) the traffic is moving."

World Class Support

Sirrus partnered with Trafficland Inc. to make this project a success. Larry Nelson, President of Trafficland Inc, said: "Sirrus has provided us with a very high standard of advice, technical equipment and expertise and they have been a great source of support. They have shipped on time and brought pictures on-line exactly when promised. By partnering with Sirrus in the creation of the Trafficland Web site, we have been able to out-perform other driver-information web-sites in the USA and look forward to bringing many more cities online with Sirrus as our partner". Sirrus now holds an 8% stake in Trafficland, Inc.

Delivering a service for thousands of people

Drivers in Washington now use the system frequently to access the network of over 100 cameras to plan their commute to and from work. The site receives on average 50,000 visitors per month and this figure is growing. One of the main users of the site is the Pentagon, where over 4,000 staff log on every month at peak times between 3pm and 6pm.

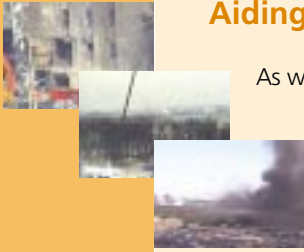
Trafficland.com is designed to help motorists save travel time, avoid frustration, save on fuel and help the environment by steering clear of unnecessary road delays. Users can customise their

“ Sirrus’s Remote Vision over IP technology is truly unique, no other company could offer us the kind of solution we required. By investing in this new technology we have put in place a framework for the future of the business. We are now going towards the future with the confidence that we will maintain and further our position with Trafficland in Washington and other states throughout the USA. ”

Larry Nelson
 President of Trafficland, Inc

“ SIRRUS has a new and unique Video-Dissemination product for the state authorities, which allows commercial third parties to have a high-update-rate view of the cameras, delivered over a leased data connection. Bus and trucking companies love this idea – in fact any business which dispatches vehicles into congested traffic can save time, delay and diesel by having a SIRRUS Workstation installed and from the point of view of the State Authority of course – it is a revenue generator.”

Mike Holt
Chairman, SIRRUS



Aiding Washington DC's Authorities in terrorist attack

As well as being used by the general public, Washington DC'S local authorities also use the site. The state authorities are one of Trafficland's main partners and currently use the system to both monitor and direct traffic incident response movements.

The effectiveness of the system was dramatically illustrated on September 11th 2001. The installation of the system to link traffic cameras around the city to the internet had just been completed and a period of testing was underway. The system was brought into action sooner than planned at the specific request of the Virginia State Transportation authorities because the cameras clearly showed the traffic routes around the site of the terrorist attack at the Pentagon. In the activity surrounding the aftermath the service proved invaluable to State officials who used the system to monitor traffic movement and direct their emergency vehicles accordingly in the chaos.

Future investment

Trafficland and SIRRUS are now working together on systems for other cities in the USA and also on a commercial Video-Dissemination system for delivery of high quality rapid update pictures to organisations such as the emergency services and the bus companies.

As traffic congestion becomes an increasingly expensive problem to motorists around the World, the take up of SIRRUS technology won't be far behind the USA's.

Larry Nelson concludes: "SIRRUS's Remote Vision over IP technology is great, no other company could offer us the kind of solution we required. By investing in this new technology we have put in place a framework for the future of the business. We are now going towards the future with the confidence that we will maintain and further our position with Trafficland in the Washington, D.C. area and other states throughout the USA."

Service and ordering

SIRRUS specialises in the design and implementation of Remote Vision Systems for use in business management applications in a wide range of industries. For further information on SIRRUS and its products go to www.sirrus.co.uk or call SIRRUS on **07000 747 787 (07000-SIRRUS)**

