

# Bus Lane Enforcement

## Turnkey Technology

Highly accurate AI/ML software for detection & analytics

## Comprehensive Evidence Capture

High-resolution images with privacy masking of human faces & non-violating images

## End-to-End Solution

Vehicle detection & classification to identify unauthorized vehicles using bus lanes



"Research shows that 28% of traffic congestion in cities is caused by motorists looking for a place to park. It wouldn't be this high if motorists followed road rules such as avoiding bus, bike and transit lanes. Thanks to SenSen this is now possible with a solution that's portable, discreet and highly accurate. Best of all, it's been proven in some of the world's toughest operating conditions from the heat of Australia to the crowded streets of Singapore."

**Subhash Challa, CEO, SenSen**



"Solution has reduced reliance on manpower by achieving higher efficiency in conducting video analytics for bus lane enforcement."

Land & Transport Authority, Singapore

# Why Bus Lane Enforcement



## SOLUTION OVERVIEW

Our fixed camera bus lane enforcement solution uses cloud & edge processors to continuously monitor vehicles within the camera view. In this way we help Smart City managers maximize the efficiency of public transport lanes by enforcing compliance with road rules.

## CONFIGURATIONS

- Fixed camera mounted on pole connected to an onsite processing unit
- Android-based, rugged, outdoor ready-to-deploy system out of the box
- Android-based, ready-to-deploy vehicle dashboard-mounted system

## SOLUTION HIGHLIGHTS

- Detect vehicles from varying distances & angles
- 24x7 operation
- Scalable architecture
- Automated privacy masking
- Open platform integration support

## KEY FEATURES

- Advanced vehicle detection
- Fully integrated infringement detection platform
- Exceptional performance even under low-bandwidth conditions, no downtime
- Highly secured data transfer over available network
- Generates video evidence in case of appeal
- Fully functional back-office system for two-level infringement review
- Seamless integration with central system for infringement data transfer

## BUSINESS OUTCOMES

- Reduced junction capacity
- Sufficient queuing space
- Junction clearing from downstream congestion
- Reduced bus lane violations
- Improved bus travel time & reliability
- Decreased flows of conflicting traffic

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