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NoTraffic: World First Autonomous Traffic Management Platform

Solving traffic challenges, while unlocking mobility benefits for cities

5 Live Customers
Enjoying NoTraffic's solution

690 TB
of behavioral data processed DAILY

½ Million Vehicles
detected DAILY

"NoTraffic provides a technology solution to our everyday transportation challenges: improving safety and reducing traffic congestion"
- Victor Mendez, Former Deputy Secretary of Transportation, US Department of Transportation

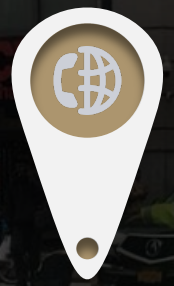
THE PROBLEM

TRAFFIC IS CITIES BIGGEST PAIN

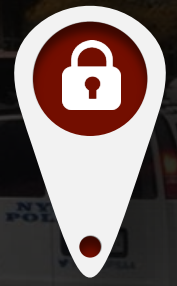
Cities are spending billions of dollars on unsatisfying outdated solutions

Smart mobility opportunities locked by legacy infrastructure

Traffic lights grids are still not connected and based on fixed time plans



Outrages maintenance cost result in **~$50,000 per intersection every 5 years**



Legacy infrastructure is blocking smart mobility opportunities

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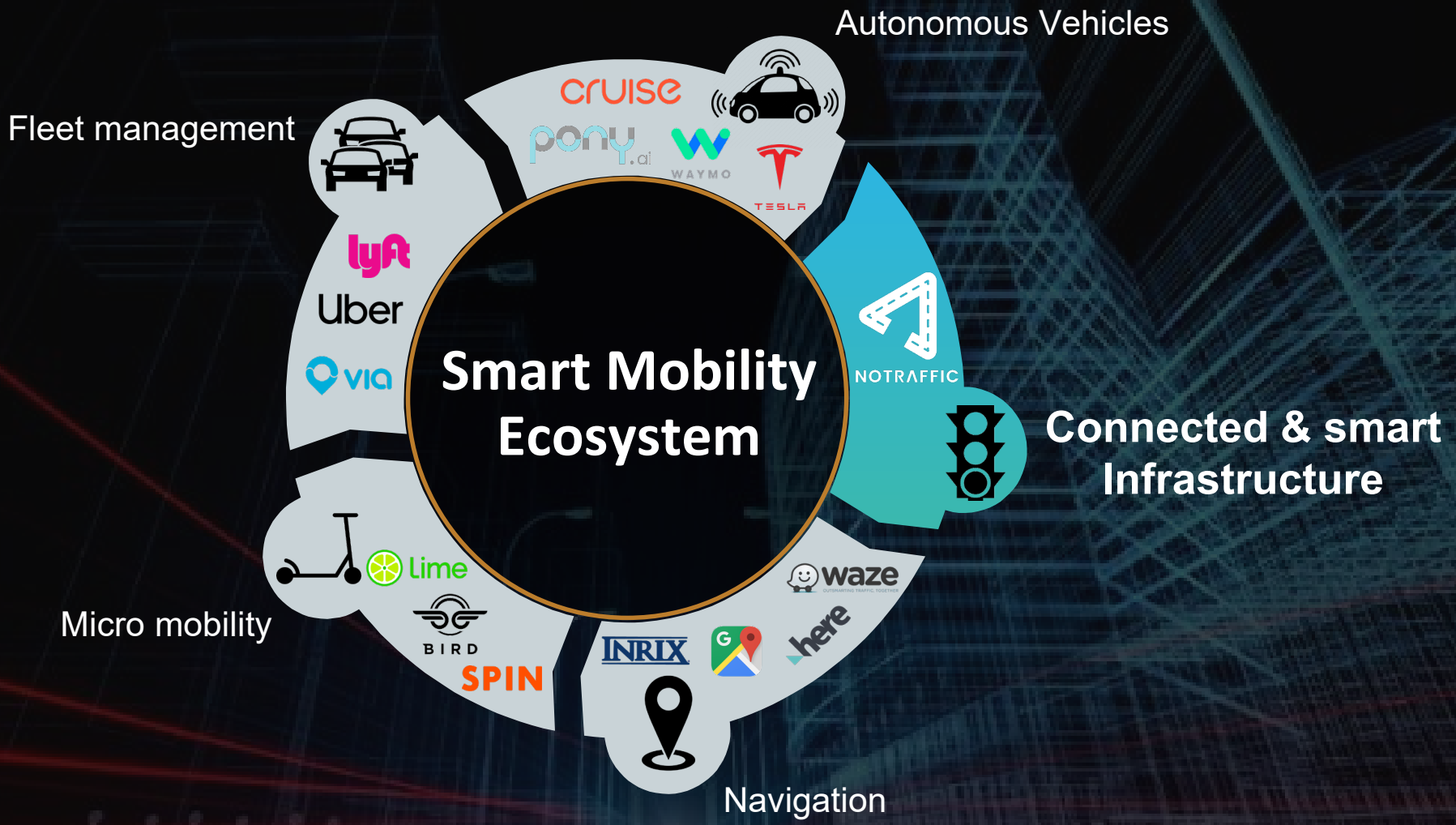
LEADING THE SMART INFRASTRUCTURE MARKET



THE SOLUTION:
AI AUTONOMOUS TRAFFIC MANAGEMENT PLATFORM

- City defines policy:
  - ✓ Transit Signal Priority
  - ✓ Emergency Vehicle Preemption
  - ✓ Pedestrian / bikes prioritization
  - ✓ or even private vehicle fleets

- AI algorithms operates city grid layouts autonomously to maximize road capacity

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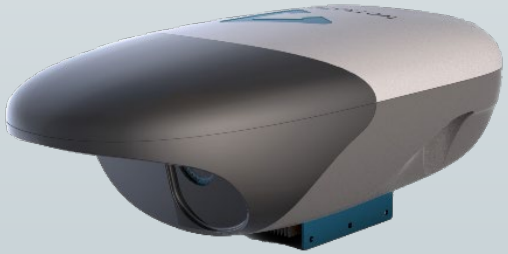
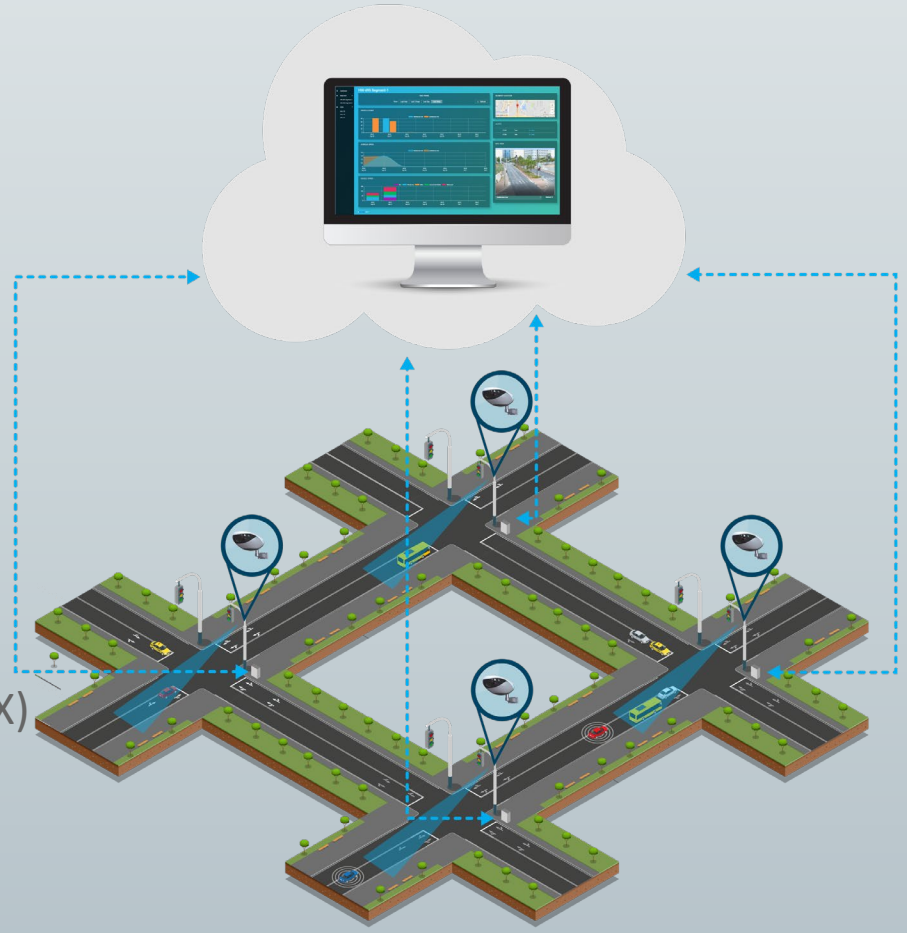
DIGITAL TRANSFORMATION IN 2 HOURS

AI Sensor



- Plug & Play installation
- AI, edge computing sensors
- V2I communication (DSRC & C-V2X)
- Multi-modal object segmentation



Optimization Engine

- Global traffic controller compatibility
- Interconnected Cloud Hub
- Powered by 4G/5G

"People who are really serious about software should make their own hardware."
- Alan Kay

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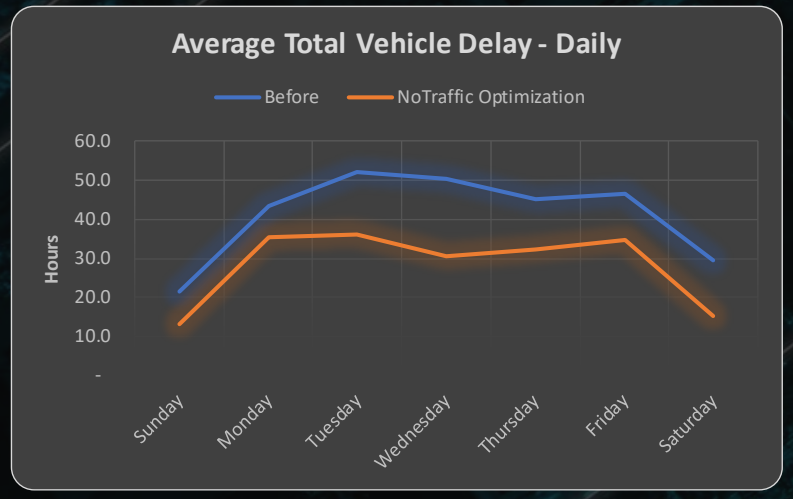
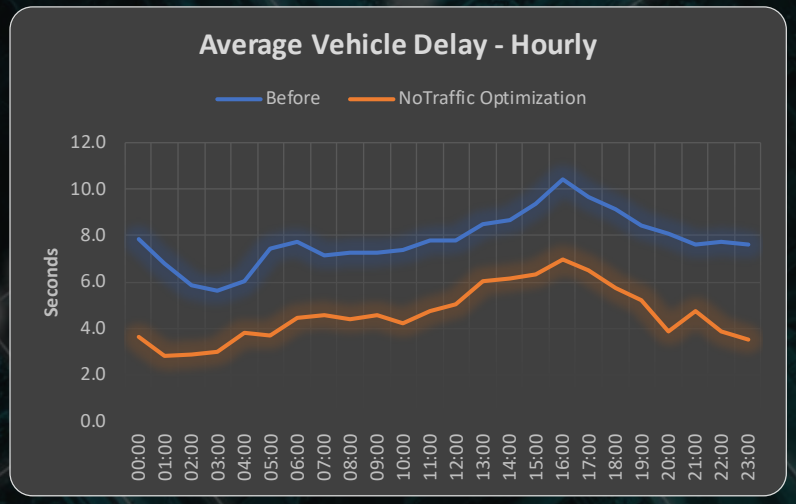
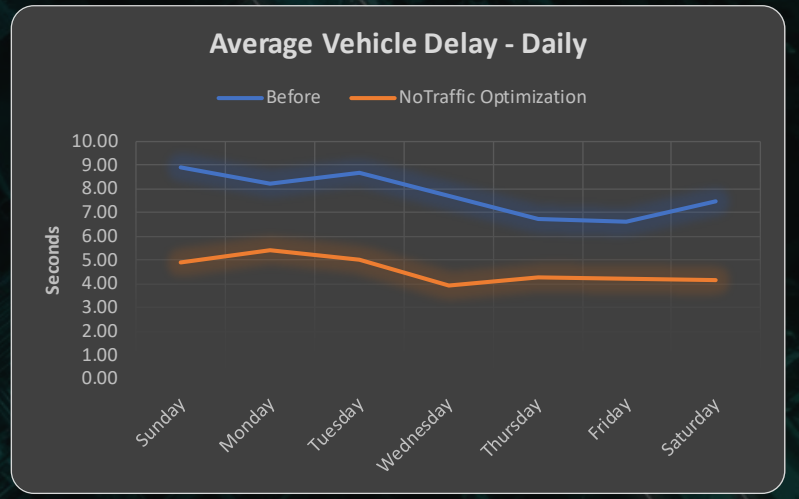
CASE STUDY – CITY OF REDLANDS, CALIFORNIA

TWO months of optimization,
at only TWO of city signals:

59%	900 Hours	$331,380	11 Tons
Direct cost savings	Delay Eliminated	Economic Benefit	Emissions Reduced







On average NoTraffic saves 112 hours weekly, with 40% daily increased speed and 37% less time wasted

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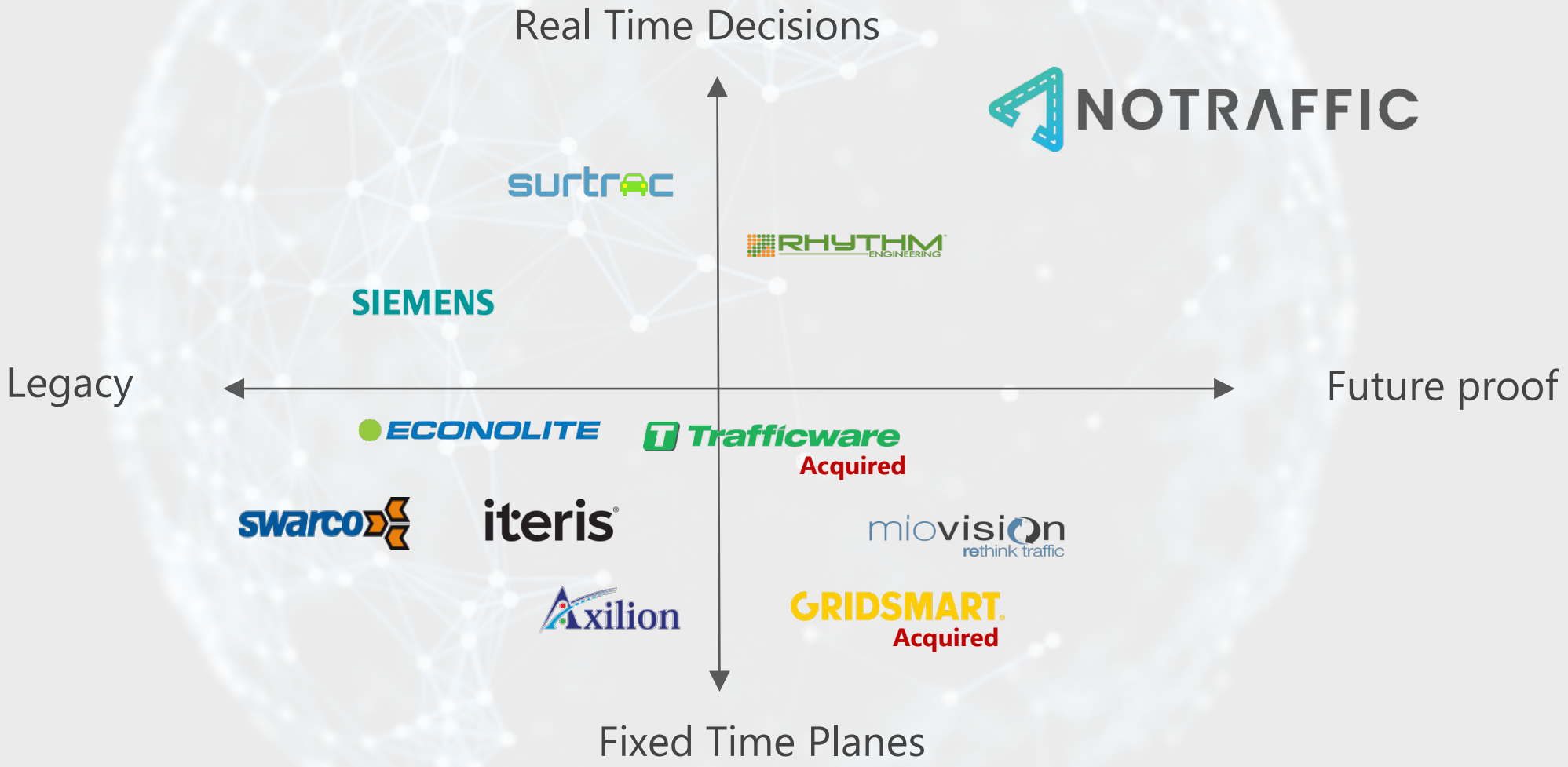
WHO ELSE IS OUT THERE



NoTraffic is the ONLY Real Time Adaptive & Connected-vehicles-ready solution

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THE TEAM

Tal Kreisler

Co-founder & CEO

Entrepreneurial, business & management experience,
LL.B law, BA business & Accounting

Or Sela

Co-founder & VP R&D

Ceva-DSP & Intel
Deep Learning & Computer vision expert, B.Sc. EE ,Tel Aviv University, Magna cum laude, 8200 Unit alumni

Uriel Katz

Co-founder & CTO

IBM & Trusteer, R&D Group Manager
CTO in various startups,
13 years of tech experience

Liora Katz

COO
Trusteer, Twistlock, Topspin

Kjeld Lindsted

VP of Product
City of Redlands, CA

Thomas Cooper

VP of Sales
Rhythm Engineering, Siemens, TTS

Shay Glikman

Director of HW Engineering
Orckit, Elspec, Comtel

Prof. Avishai Ceder

Advisory Board

MIT, Berkeley, Hong Kong, Tokyo, Technion Chief Scientist, Israel Ministry of Transportation

Prof. Nathan Gartner

Advisory Board

Inventor of the first algorithm for real-time optimization of signalized intersections. (MIT, Toronto, Technion, Francis College)

Victor Mendez

Advisory Board

Former Deputy Secretary of Transportation, US DOT
Administrator of the Federal Highway Administration (FHWA)

Tal Recanati

Advisory Board

Mobility investor (Mobileye, Guardian)

David Pickeral

Advisory Board

Smart Transportation Leader Global IBM

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THE FUTURE OF TRAFFIC MANAGEMENT. TODAY

Team: 22 employees in IL & US

IP: 5 U.S patents, 1 granted

Funding: $6.7M

lool VENTURES

NORTH FIRST VENTURES

NEXTGEAR VENTURES

Partners:

current powered by GE

NVIDIA INCEPTION PROGRAM

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City of Phoenix

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LINKS

THE MEDIA

- DENSO PARTNERS WITH SMART MOBILITY STARTUP NOTRAFFIC
- NOTRAFFIC'S BREAKTHROUGH V2X EXPERIMENT
- ISRAEL INNOVATION AUTHORITY ON NOTRAFFIC
- IOT ROAD INFRASTRUCTURE NOTRAFFIC RAISES $3.2M

RESOURCES

- THE NEXT-GENERATION INTERSECTION HELPS ALL MODES SHARE THE STREET
- THE ROAD TO THE AUTONOMOUS AGE WILL BE PAVED BY SMART CITIES
- HOW IOT WILL TRANSFORM TRANSPORTATION IN 2018 AND BEYOND