



PRODUCT SPECIFICATIONS

TRAFFICLOUD™ WEB-BASED MANAGEMENT SERVICES

TraffiCloud Web-based Management Services

TraffiCloud provides remote management for ATS equipment and most other manufacturers

TraffiCloud System

- Turnkey system, connectivity is built-in and automatic
- Password-protected system with five levels of access
- Unlimited authorized users within account can have access to data
- Web-based user interface is always up to date and continually receives applicable enhancements
- Fully hosted web-based management system
 - o An Internet-connected device and browser provides anywhere access
 - o Compatible with PC, Mac, Android and iOS via browser
 - o Hosted database requires no setup or maintenance by customer
 - o Secure solution encrypts collected data
 - o No IT burden or support necessary
 - o Independent system with no firewall issues, no additional hardware or network appliances and no software or middleware to install for remote management
 - o Wireless cellular connection provided by ATS, no separate charges from carrier
 - o Virtually "hack-proof" wireless connectivity employs multiple security measures
- Setting and configuration changes are synchronized bi-directionally; TraffiCloud to equipment and equipment to TraffiCloud
- Tags allow associating equipment, sites and responsible manager

Devices Controlled

- Speed displays
- Variable message signs/changeable message signs/dynamic message signs – NTCIP Protocol
- Traffic counters with or without classification, including StatTrak and SpeedLane
- Parking availability systems
- Wrong way sensors
- ALPR (automated license plate recognition) systems
- Lidar speed enforcement equipment

TraffiCloud Applications

TraffiCloud Apps are available à la carte or included in the Traffic Suite (TS) or Message Suite (MS) as noted. Equipment Management (TS & MS): Manage equipment remotely with settings applicable to the specific equipment

- Check status and change settings/messages from any Internet-connected computer-monitor current sign configuration and power levels
- Remotely accessible settings (as applicable to equipment type)
- Speed limit for display and data collection devices
- Display options for speed displays: Max and min speed displayed, Stealth mode (collect traffic data without influencing speed), Speed limit display, Violator alert activation, Radar sensitivity
- Messaging
 - o Messages – library on server, library on sign
 - o Single sign or global message deployment (one to one or one to many)
 - o Speed Dependent Message Groups for signs with capability

TraffiCloud Applications (continued)

- Sign brightness range for equipment with display
- Schedule sign modes and messages, up to 13 times per day; repeat daily or weekly, or as connected equipment permits
- Monitor sign location with GPS, potential for tracking stolen equipment

Reporting (TS only – requires speed detection equipment):

TraffiCloud patented web-based system with hosted database that efficiently collects, compiles and distributes information. Automated traffic data upload from equipment to server enables extensive reports.

- Identify trends to optimize resource allocation and be proactive
- Charts and graphs for all data to accommodate recipient needs
- Reports exportable to PDF
- Automate report delivery on a set schedule to receive selected reports in your email automatically and/or to whoever you choose
- Extensive filters for:
 - Data availability display on report UI to determine optimal date range selection
 - Time buckets from 15 minutes to one hour
 - Time and date range with auto trim of data to data extents within range
 - Quick range selections for last 7, 30, 60, 90 days
 - Select specific days of the week
 - Select specific lanes, directions or all lanes as applicable to equipment
 - Select specific classification lengths as applicable to equipment
 - Summary with volumes, min and max speed, average and 85% speed, pace speed, compliance and classification counts
 - Raw data counts as applicable to equipment
 - Volume by time, speed and time, classification and time
 - Compliance and Risk compared to speed limit with adjustable low, medium and high risk ranges – provides visual indicator of traffic safety program effectiveness
 - Enforcement Priorities, ranking locations with highest number of violators, weighted by volume or speed
 - Occupancy to determine roadway utilization and service level
 - Effectiveness of the traffic calming program in slowing vehicles for units with speed displays

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Mapping (TS & MS):

Manage traffic safety program through intuitive interactive map of your community. Interactive map provides window to system information and functions.

- Set up sites on map for equipment and data collection locations
- Visualize equipment by location with relevant settings
- Current equipment location verified with GPS or to show location conflicts between server location and sign GPS (stolen sign) with GPS-enabled equipment

Alerts (TS & MS):

Select when and who is alerted

- Alerts for low battery, tampering with GPS location if GPS equipped and powered
- High speed and congestion alerts if unit has radar
- Configure alert thresholds and recipients – each type of alert can have different recipient(s), and can also vary by specific piece of equipment
- Receive email and/or SMS alerts
- Alerts include images if enabled, including high speed, congestion and tampering

Image Management (TS & MS):

Awareness from internal camera, when equipment is enabled

- Internal camera– resolution is dependent upon connected equipment
- Capture and upload images based upon alert thresholds – high speed, tampering or congestion
- Awareness images captured at regular frequency – 15 min to 240 min in 15 min increments
- Camera delay adjustment to optimize image trigger timing in relation to vehicle speed
- Image Capture Report shows relevant image capture conditions, user can add notes and print or save

PremierCare (TS & MS):

Perpetual warranty for duration of TraffiCloud suite subscription for most connected equipment

- Real-time diagnostic monitoring
- Remote firmware updates
- 50% discount on non-warranty repairs and accessories

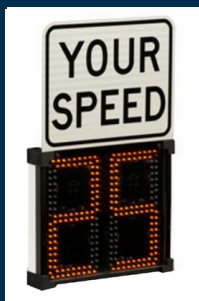
Compatible with these ATS Products



SpeedLane



StatTrak



Shield 12 and
Shield 15



SpeedAlert 18 and
SpeedAlert 24



InstAlert 18 and
InstAlert 24

Engineered and manufactured in the United States of America

Other Applications

Drive Times Sensor-Free Time to Destination

- Create route within TraffiCloud, including waypoints to lock in specific route
- Create message utilizing route time, with one route available per screen in a message
- Optimize traffic flow by dynamically directing traffic via the least congested route

Enforcement Suite for Connected Lidar

- Collect data on all Lidar speed captures
- Reports on captures per enforcement or data collection session
- Add pictures of violator and surrounding environment

Parking Availability Notification

- Monitor parking availability using data from ATS devices or other systems
- Display availability for one or multiple locations on variable message signs located anywhere
- Wayfinding systems to direct drivers to available parking

ALPR Systems

- Collect images and license plates from passing vehicles
- Access control

Conditional Sensor Messaging

Incorporating sensor or Internet data in messages

- Display data such as wind speed, vehicle weight, weather advisories, etc. based upon local sensors or remote data

Open system can accept and send data to other systems, just ask.

TraffiCloud Android App

- Wireless Bluetooth control local to unit
- Android device can be phone or WiFi device
- Manage all unit settings, automatic sync with TraffiCloud Web Based Management
- All traffic data and messages automatically synced and available on hosted TraffiCloud
 - o Retrieve traffic data and sync to server
 - o Create message and sync to server, and have all messages on server available on TraffiCloud Android app

All Traffic Solutions 12950 Worldgate Drive, Suite 310
Herndon, VA 20170
Phone 866.366.6602 | sales@alltrafficsolutions.com
AllTrafficSolutions.com

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TraffiCloud leverages our patented technology (US Patents 8,417,442; 8,755,990; 9,070,287; 9,411,893) to deliver unique cloud-based management, features and functionality.