

SMART Lenz



Smart Lenz is the perfect tool to quickly gather insight about transport and environmental datasets to enable for better planning, management and monitoring of enforcement, road safety and transportation schemes.

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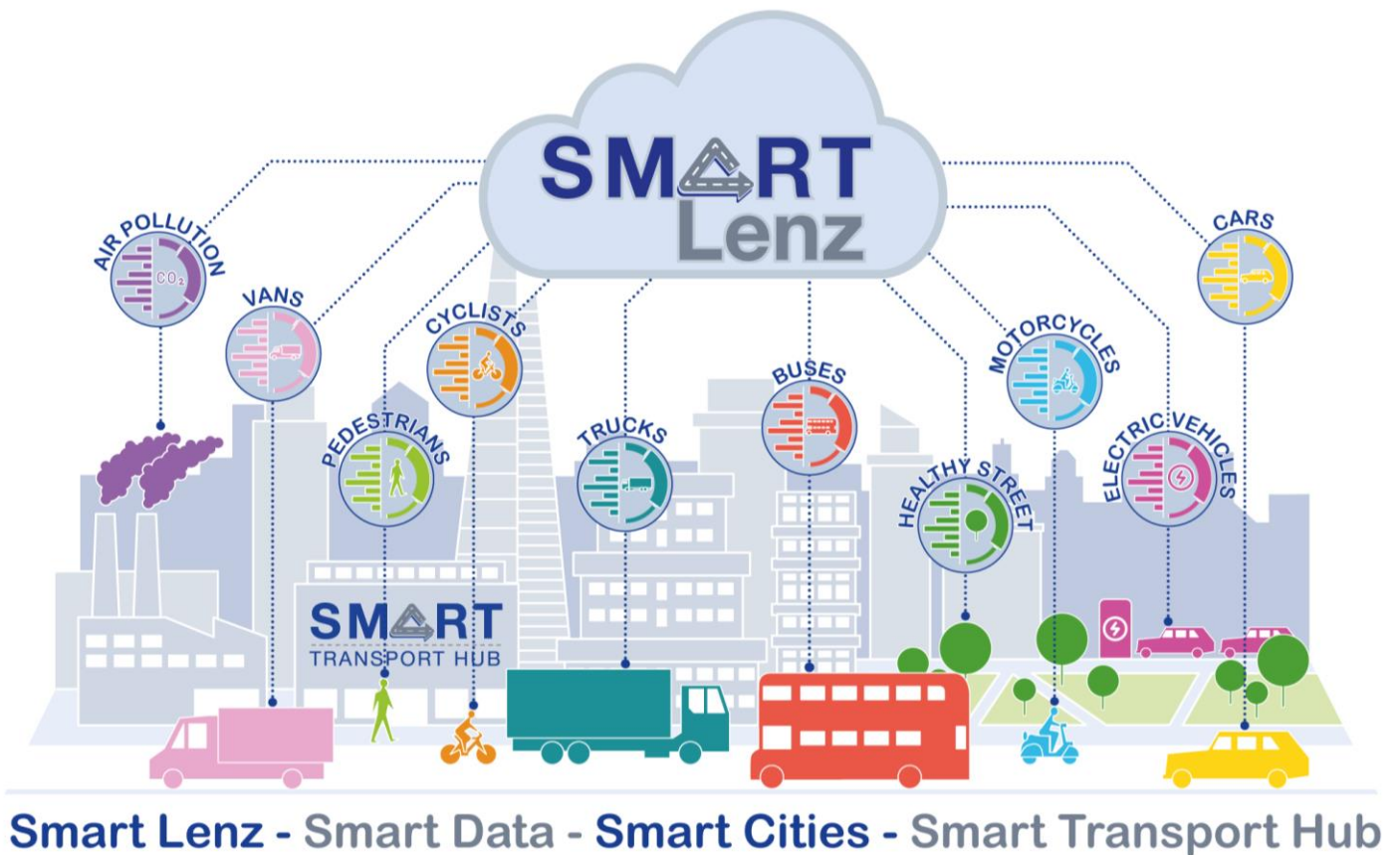


New times, new tools...

It is the dawn of a new age of transport planning and traffic engineering in the UK.

With high levels of interest from the public and ground-breaking projects being delivered quickly across the country – **the monitoring of transport projects has never been more important.**

Traditional methods such as automatic traffic counters, manual counts, radar counts fall short in the lag in receiving data and their inability to accurately record long term active travel.



Smart Transport Hub is proud to present ground-breaking traffic and transport monitoring in the form of our new ‘**Smart Lenz**’ product. Smart Lenz gives authorities the power to monitor **the real-time** impact of traffic schemes across a wide range of modes and metrics.

It gives authorities the information they need to make **data-driven decisions** which supports the effectiveness of a transport project. Accurate monitoring is paramount during the lifecycle of any project. The Smart Lenz portal provides all the features to support this and ensures each authority feels confident in the way they use their data. It supports long term accurate and continuous data monitoring identifying both benefits and impacts.

Why Smart Lenz?



Innovative: Smart Lenz presents a major shift in innovation when it comes to data collection on traffic and transport. This one product removes the need to for multiple data collection methodologies and gives authorities access to the data when they need it.



Active travel inclusive: For too long data collection on transport projects has not included the ability to cost effectively and easily monitor the impacts on pedestrians and cyclists. The VECC sensor and Smart Lenz portal is able to collect long term accurate and continuous data on active travel modes.



User friendly: Our dashboard is easy to use and navigate even for a non-technical audience. The base configuration includes a variety of automatically created insights and analysis which offer an easy way to digest data.



Cost effective: The continuous monitoring using the VECC Smart Lenz sensor will save your authority time and money.



GDPR compliant: Our sensor and data platform are fully complaint with all GDPR and data protection legislation. No vehicle or personal data is obtained, and the video footage is not saved.



Accurate: Accuracy levels are above 93%. We have tested this on many occasions against traditional methods such as traffic counts and camera surveys.

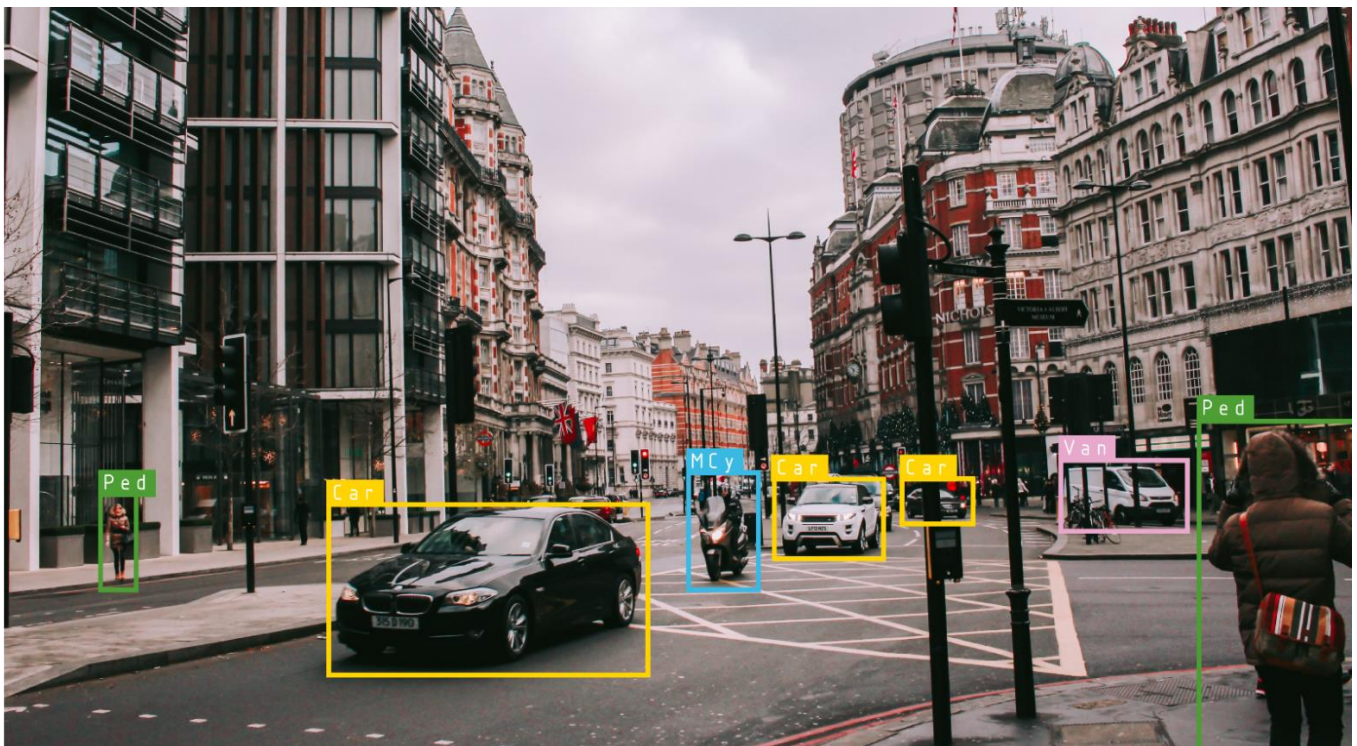


Customisable: Smart Transport Hub understands that no two clients are the same. We are therefore committed to working with you to understand your data needs and we will be able to customise the presentation of your data within the Smart Lenz portal.

Where can we use it?

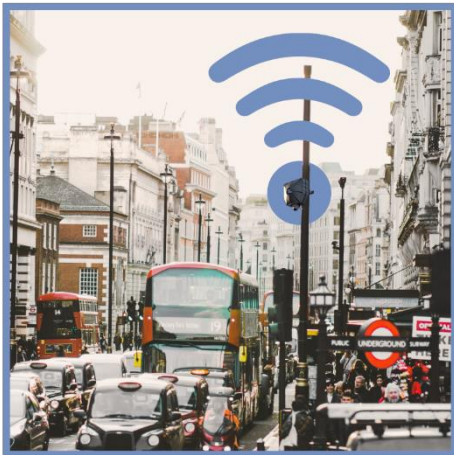
Below are some examples of how Smart Lenz can help you:

- Ongoing monitoring of key locations to ensure effective management of your transport network;
- Monitor the effectiveness of a recently installed school street by having an accurate record of cycle and pedestrian movements during the school street hours;
- In-depth study of a high collision intersection;
- Demonstrate and support the need for a new zebra or pedestrian crossing;
- Evaluate the effectiveness of a low traffic neighbourhood by monitoring the relationship between the change in motor traffic levels and the impact on active travel including more cycling but also reflect more informal crossing;
- Help provide data which can support high street upgrades by understanding pedestrian paths and movements;
- To monitor the impact of speeding interventions;
- To understand parking use to justify changes such as creating a cycle lane;
- To feed into funding bids and Council reports providing data to support the effectiveness of project;
- To collect valuable data to be used in consultation and communication materials.



1. Automatic road user capture

How does it work?



Hardware: Our Smart Lenz sensor, which is a lamp post mounted VECC sensor, is easy to install and can be easily redeployed. The Smart Lenz sensor to operate properly needs to be deployed at a height between 4-8 metres and be plugged into a commando socket. The Smart Lenz sensor includes a camera and CPU which analyses the camera footage to collect a wide range of traffic and travel information including analytics, counts, directions, speeds, and paths subject to your requirements. The footage is deleted after the analysis and the data is transmitted to our servers.



Smart Lenz portal: By receiving only this typology of data and not storing the entire footage, we ensure full compliance with GDPR requirements. The portal can also integrate a number of other data sources via APIs including air pollution and noise sensors, electric vehicle charging points, and other environmental datasets available online or provided by the client. The Smart Lenz portal allows for the collection and management of all these datasets that can be accessed by each client through a secure account.

User Interface: Each client has access to a web-based dashboard that provides quick and easy access to different functions such as live data from the Smart Lenz sensor and other datasets, management and comparison between new and historic traffic and transport survey data. For each of these datasets, a standard set of analysis features and outputs will be provided as a starting point. Each client can liaise with our monitoring specialists to help manage and customise how data is presented depending on the type of analysis required.

Sensor technical specification



- **Dimensions:** 316mm x 294mm x 212mm
- **Weight:** 4.5 kg
- **Sensor coverage:** Each camera cover 4 lanes, 2 cycle lanes, 2 footpaths, 1 crossing point.
- **Traffic classifications:** pedestrian, cyclist, car, van/LGV/ OGV 1 – HGVs with separate driver cab, OGV 2 – HGV with separate driver cab and with either with articulation or 4 or more axles, and Buses

Our servers

Ours is a multi-Tenant system with role/tenant-based access control. It is hosted on AWS through EU based servers to comply with GDPR. All the data including video and API data is stored only on EU servers.

It is enabled with different AWS features like Auto Vertical scaling and Data Shielding to ensure reliability and data privacy.

The domain uses https and ssl certificates for all communication to ensure data encryption and our back end developers also work in a GDPR compliant environment.

Contact Smart Transport Hub today to talk through the many benefits and features Smart Lenz can provide.

A member of the team will be happy to talk through the cost options available including our DCaaS model (Data Collection as a Service).

If you have a location/s in mind, we can provide a proposal which details the number of sensors, mapped locations and the most cost-effective solution to support your data monitoring requirements.