



Cellint Launched Real Time Virtual Counting Stations Based on Cellular Network Data

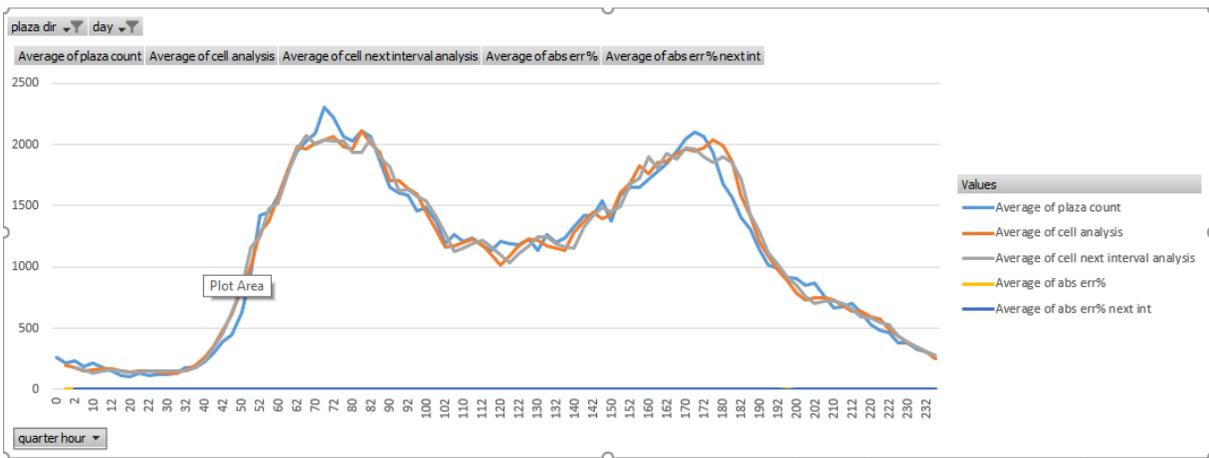
For immediate release:

Chesterfield, MO, June 8th, 2020 / Cellint Launched Real Time Virtual Counting Stations Based on Cellular Network Data

Cellint, a global leader in mobility data for management and planning, announced today that its breakthrough solution for real time virtual counting stations was tested successfully and is now available across the US. The tests compared the real time vehicle volume measured by the virtual counting stations to measurements from physical sensors, showing less than 6% absolute average difference.

The solution, which relies on anonymous data from the cellular network, monitors the entire network population at the switching centers. All phones on the network are monitored anonymously in real-time, 24X7, regardless if the phone has an active GPS or not, and without any dependency on sporadic locations from mobile applications. It is the only real time vehicle counting solution, worldwide, that does not require field installation and maintenance.

Data can be provided to road operators and planners through live dashboard and real time XML feed, as well as through CSV files. Historical information can also be generated from archived network data. Daily, weekly, monthly and annual trends can be viewed and analyzed.



Vehicle volume measurements comparison between Cellint's Virtual Counting Stations and physical sensors in Illinois

“...Our virtual counting stations can help transportation agencies and cities monitoring frequent volume changes over their entire road network at a reasonable cost without the need to deploy and maintain highly expensive physical sensors” said Ofer Avni, Cellint’s CEO “this solution is especially helpful due to the latest changes in traffic patterns caused by the pandemic, as we can’t rely anymore on AADT measurements once every couple of years...”



About Cellint - Cellint's TrafficSense provides Traffic Information and Origin-Destination analysis **in real-time** based on tracking the location of anonymous mobile phones, using data extracted from mobile networks. Unlike GPS data sources that receive sporadic sampling of specific App users, TrafficSense receives data of the entire network population, with high statistical significance of all population segments on a continuous basis, including all modes of transportation. Cellint's technology takes cellular-based traffic detection to the next level by using **ground-truth cellular signaling maps** as a location reference, so each control message reported on the network is assigned an accurate street location in real-time.

The combination of huge data quantities with street location accuracy of each data point enables TrafficSense to detect all slowdowns in real-time, similar to road sensors, as well as provide non-biased information of the entire population for Origin-Destination and Volume analysis.

For more information concerning Cellint see www.cellint.com
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