

Flock Safety Traffic Analytics

Bring Public Safety and Transportation Together

Unlock the full potential of your LPR cameras with **Flock Safety Traffic Analytics**, a software solution to leverage existing License Plate Recognition technology for traffic analysis and monitoring. Flock Safety technology can be used both by Law Enforcement for fighting crime and Transportation agencies to increase roadway safety. Bringing these agencies together helps promote safe cities while also helping agencies faithfully steward public resources.

TRAFFIC ENGINEERING

Use Flock Safety's vast LPR network to dramatically expand your network of continuous counting stations

RESOURCE PLANNING

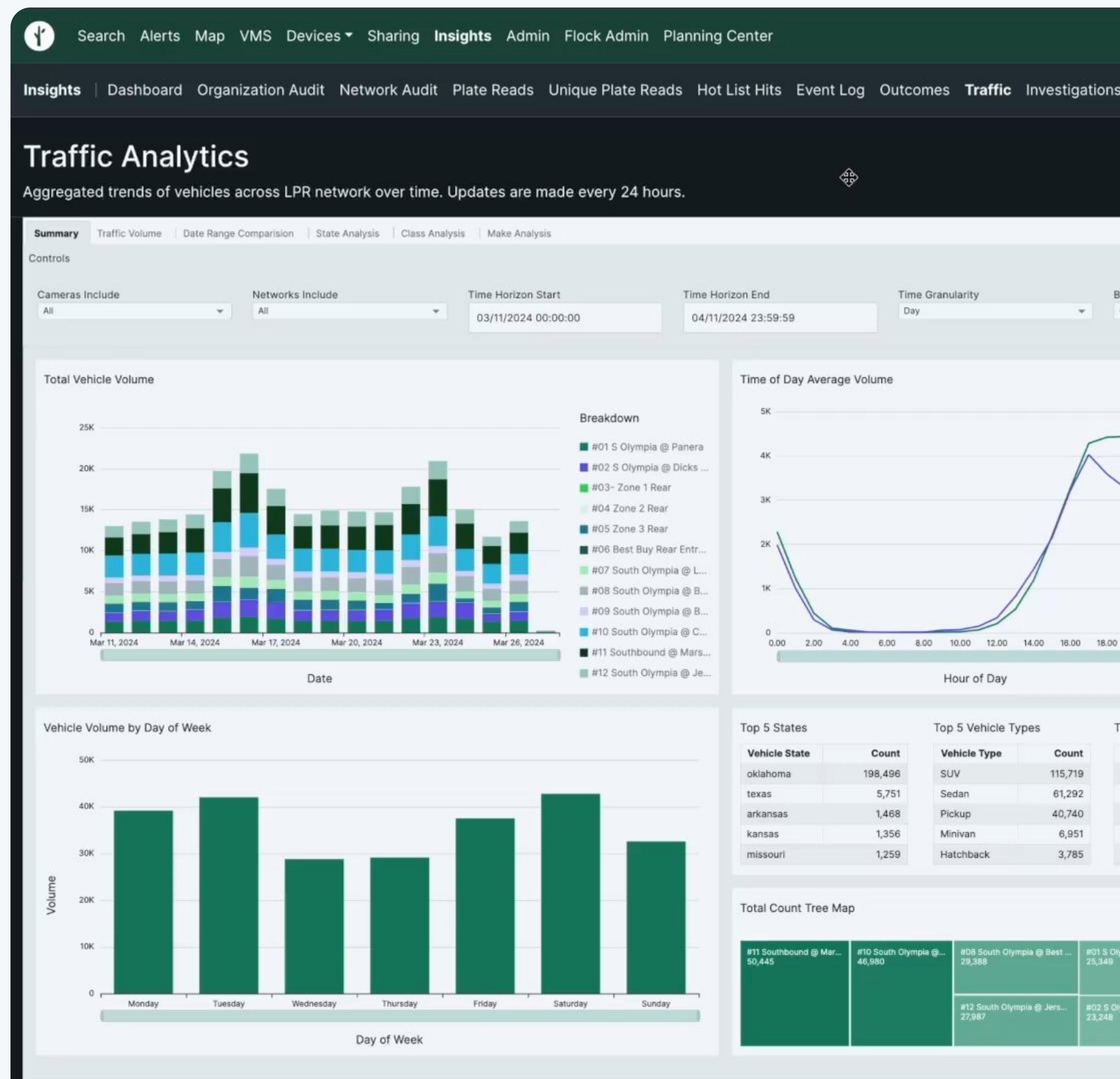
Leverage historical traffic data to strategically deploy safety and enforcement resources where they make the most impact

EMERGENCY MANAGEMENT

Use traffic data to develop evacuation and emergency response plans

ECONOMIC DEVELOPMENT

Leverage data on traffic in your city to understand economic trends and make better strategic investments

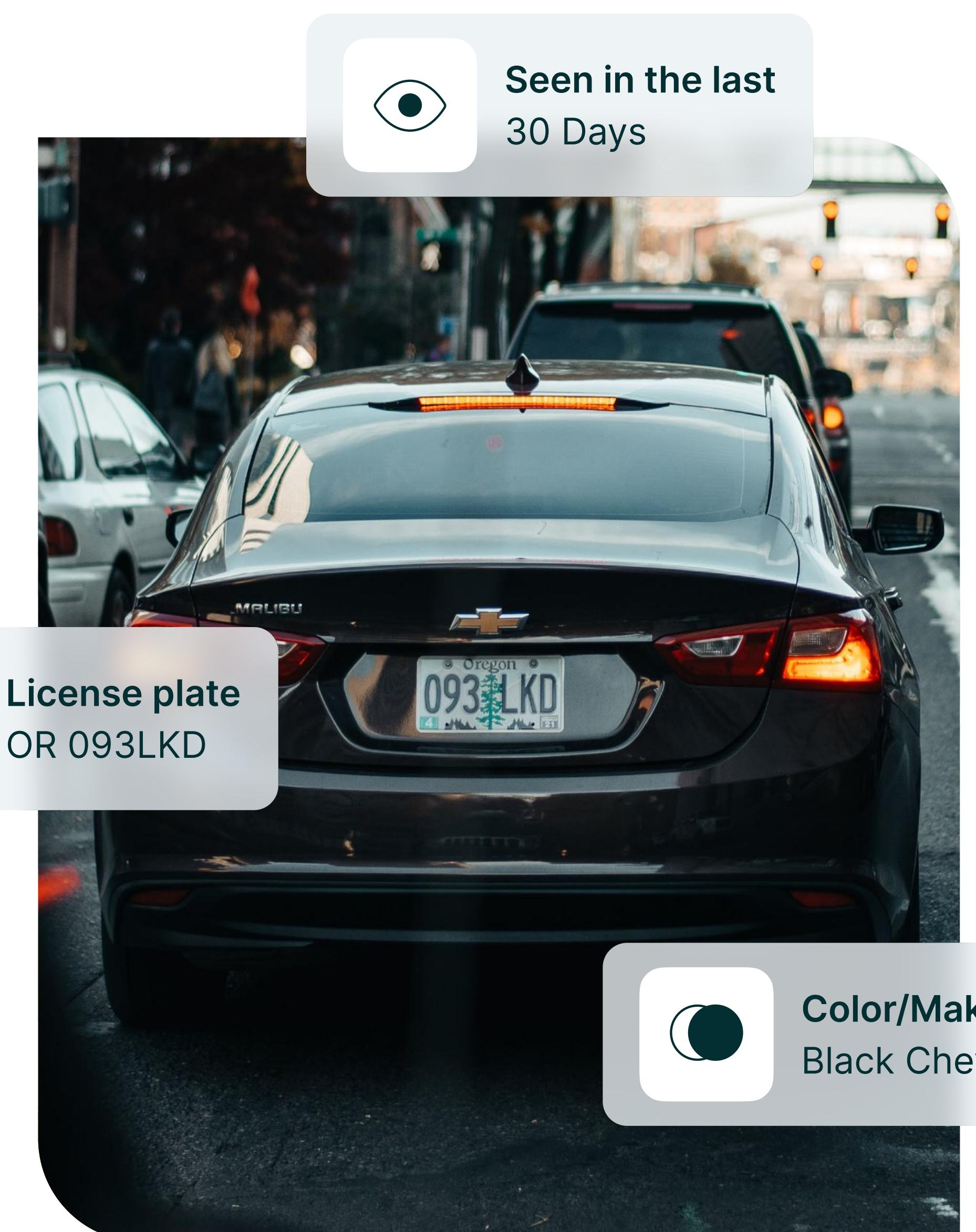




Traffic Analytics

Traffic studies are often conducted manually and only cover a short time period, resulting in limited insights. Traffic Analytics is a cost effective tool for collecting precise, historic data without additional expensive products designed for monitoring or incident detection.

Flock LPR cameras have been benchmarked to be within 1% of traditional pneumatic tube counters and have been verified against human annotators to be more than 97% accurate.



Flock Safety's Traffic Analytics Stands Apart by Offering:

1 ADVANCED VEHICLE RECOGNITION

Vehicle Fingerprint® for detailed analysis of aggregated vehicle counts, available in monthly, daily, hourly, and 15 minute segments with breakdown by:

- 6 Bin Vehicle Classification
- License Plate State
- Vehicle Make
- Unique and Total Counts

2 MS2 INTEGRATION

Direct integration with [MS2 Traffic Count Database System \(TCDS\)](#), the leading vehicle count database trusted by state DOTs.

3 RECENT ROADWAY CONDITIONS

Understand real time traffic and roadway conditions on a map based interface.

4 FULLY MANAGED SOLUTION

All-inclusive hardware and software support, including installation and maintenance.

Make the Smart Choice. Choose Flock Safety Traffic Analytics for a **cost-effective, maintenance-free approach** to law enforcement and community safety via our public roadways.