



# Innovative solutions for safer roads and cities





## Envisioning a safer world

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**W**hen the first automobiles were invented in the late 18th century, arguably no one could have predicted their enormous success. Henry Ford's famous saying about his clients wanting a faster horse proved the imaginative energy of that time.

Centuries later, the atmosphere is different. Expanding cities and rising individual mobility are greatly affecting traffic conditions. Every year, an estimated 1,35 million people around the world\* lose their lives in traffic-related accidents, and the number is expected to increase. Maintaining security on roads is a top priority, but also an economical challenge for governments.

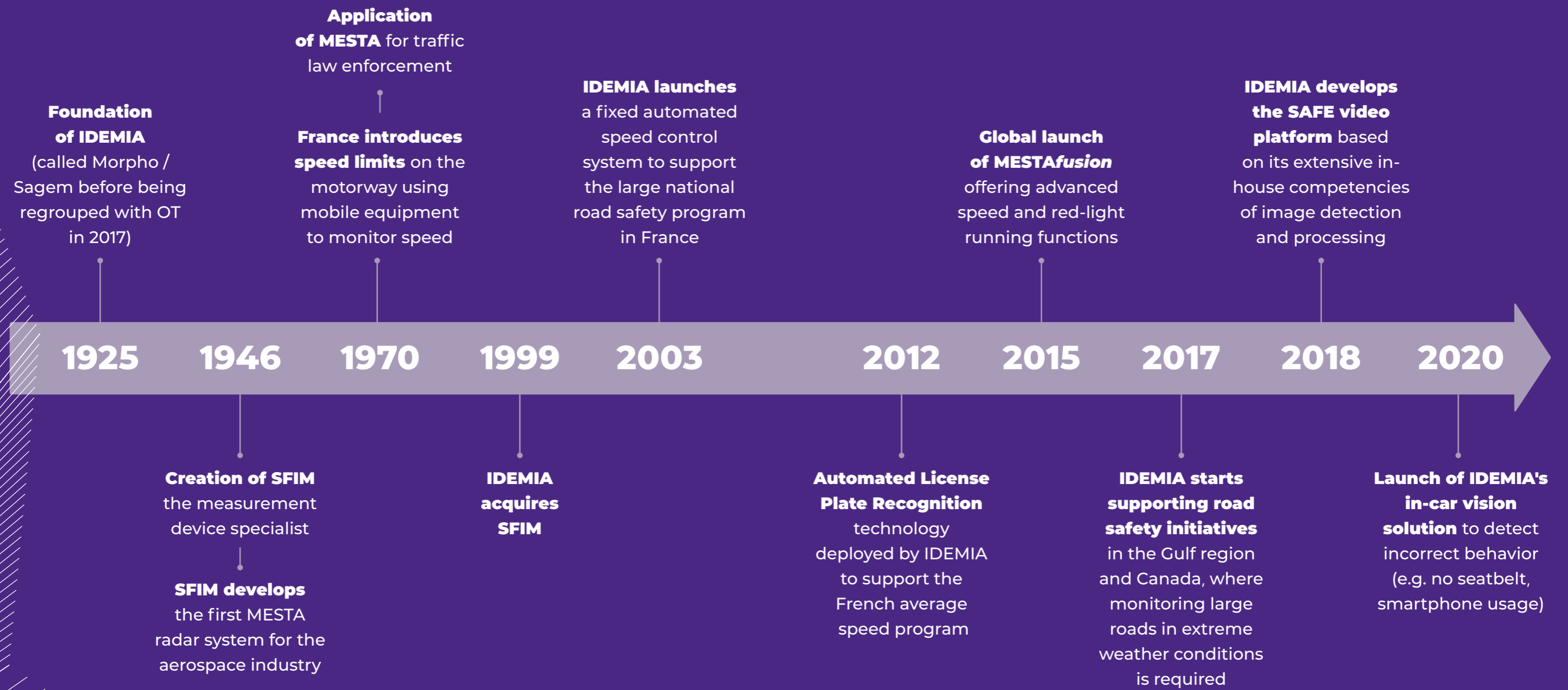
For more than 40 years, IDEMIA's technology has supported governments in keeping their citizens safe. As a world-leading provider of traffic law enforcement technology, we have taken on the challenge to make roads safer. Our long-standing partnerships with our clients around the world prove the reliability and accuracy of our technology.

Together, we envision a world where our ancestors' dream of increased mobility is again associated with smooth and safe journeys.

\*source: World Health Organisation

# IDEMIA

## your experienced partner in the road safety market



# Technology that saves lives

Road safety initiatives around the world have a long track record of saving lives. Strict enforcement of traffic rules helps keeping citizens safe because they reduce inadequate driving behavior that causes accidents. Today, enforcing speed limits is used as a deterrent for bad driving behavior. However, for a road safety program to be all-encompassing it requires much more. Red-light running, forbidden overtaking, tailgating, illegal turns, uninsured vehicles, distractions while driving: all these offenses can have devastating consequences for all of us.

Drawing on decades of experience in the road safety market and building on its passion for innovation, IDEMIA offers its clients an unmatched end-to-end service including sophisticated maintenance services. Whether tasked with multi-offence detection or challenged by extreme environmental conditions, our clients have trust in the performance of our products.

IDEMIA offers a variety of traffic law enforcement solutions tailored to clients' needs and usable for all application requirements. Our products are supported by innovative back-end software that can easily be integrated into existing law enforcement systems.



Harpreet Singh

Software Lead of Center of Excellence for Terminals & Equipment, IDEMIA India

*"The accuracy of our technology is very important, so we test every detail again and again. I really enjoy this process, as this ensures that I can confidently say to our clients: IDEMIA's technology is one of the best on the market."*



# Wide-ranging portfolio and services

At IDEMIA, we believe it is important to act before accidents happen. From innovative traffic law enforcement systems to all-in-one ITS\* back-office solutions, we offer a comprehensive portfolio for road safety and traffic management initiatives.

## Created for all environments and applications

A powerful combination of the latest technologies, IDEMIA's traffic law enforcement systems are designed to go beyond the standard observation of speeding vehicles and red-light running.



Our systems offer **advanced detection features, analyze driver behavior and monitor complex violations** (tailgating, overtaking, forbidden trajectories, yellow boxes etc.). All data that is generated, stored or transmitted is protected against manipulation and editing through encryption, authentication, authorization and secure communication.

With the capacity to monitor up to eight lanes of traffic, IDEMIA's MESTA Series is designed to cover large infrastructures. Successfully deployed in different parts of the world, our technology performs in all environmental and climate conditions.

Easy to install, MESTA Series is suitable for urban and highway zones at different deployment site configurations such as intersections. It integrates non-intrusive multi-target monitoring radar and/or LIDAR technologies and the highest-resolution camera on the market.

## With a powerful back-end solution for processing road safety violations, traffic management and public security data

When dealing with traffic safety, authorities are still facing the challenge of none or little interaction between the different applications used for public security, traffic management and security on the roads. When not linked

to each other, the data gathered is not used in the most efficient way, more human intervention is needed and a large number of specialized operators is required to be able to process and analyze this data.

From violation processing to video surveillance and data mining, IDEMIA's back-end system allows road safety, traffic management and public security applications to be integrated into one single platform. MESTAcontrol provides law enforcement and public security operators with the tools to optimize violation processing and data analysis activity. The same data sources can be used for different applications, thus reducing the need to deploy different sensors on roads. Integrated with the latest technology, our software architecture ensures universality, mobility, scalability and security.

\*ITS: Intelligent Transport Systems



Denis Dumont

Deputy Director of Center of Excellence for Terminals & Equipment IDEMIA France

*"I have worked for IDEMIA's road safety technology for 20 years now and I am happy to say we are constantly innovating and creating new solutions to make roads safer.»*



# IDEMIA: combining long-standing road safety expertise...



IDEMIA has been working **with the French government for over 20 years** to improve road safety



Multi-lane monitoring for **up to 8 lanes**



IDEMIA has delivered more than **10,000 traffic law enforcement systems** worldwide



Tracking up to **32 vehicles simultaneously**



Since 2003, IDEMIA's products have helped reduce road fatalities in France by **55%**



Measuring speed **up to 320 km/h**

# ...with world-leading image capture, enhancement and processing capabilities

IDEMIA has decades of experience in the field of image acquisition and processing. Automated Biometric Identification Systems (ABIS), video analytics software, biometric devices and gates, identity management systems, ID document personalization, as well as road safety technology have one thing in common: they all rely on accurate and efficient data capture and processing.

As the world leader in public security applications with in-house capacity to design, produce and support edge devices and associated embedded advanced image processing analytics, we combine the best of our expertise

from across all our markets to make our roads safer.



**Ahmed Awad**  
Business Development Director,  
IDEMIA UAE

*"I am proud that our technology saves lives. When my kids ask me what I do, I always tell them 'I make the world a safer place.'"*



**8 million camera units manufactured**

(from raw sensors) in a 30,000m<sup>2</sup> production site



**NIST-recognized superiority**

for image processing algorithms, ranking consistently among the top 3



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