



IT-C

FUTURE FOR TRAFFIC LIGHT MANAGAMENT

OUR MISSION

Replacing inefficient, outdated technologies behind the operation of traffic lights with **new live traffic-based** controlling software



THE PROBLEM

**Old "patchwork systems" by
large providers can't cover
present-day needs**

WHY NOW

89%


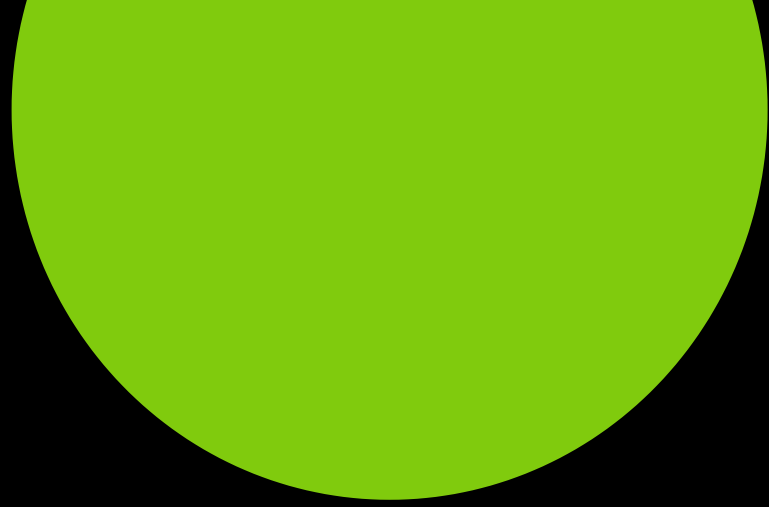
of people is expected to live in cities in the next 30 years

75%

of global CO2 emissions come from cities

170%

of growth is expected in the smart city market size by 2028



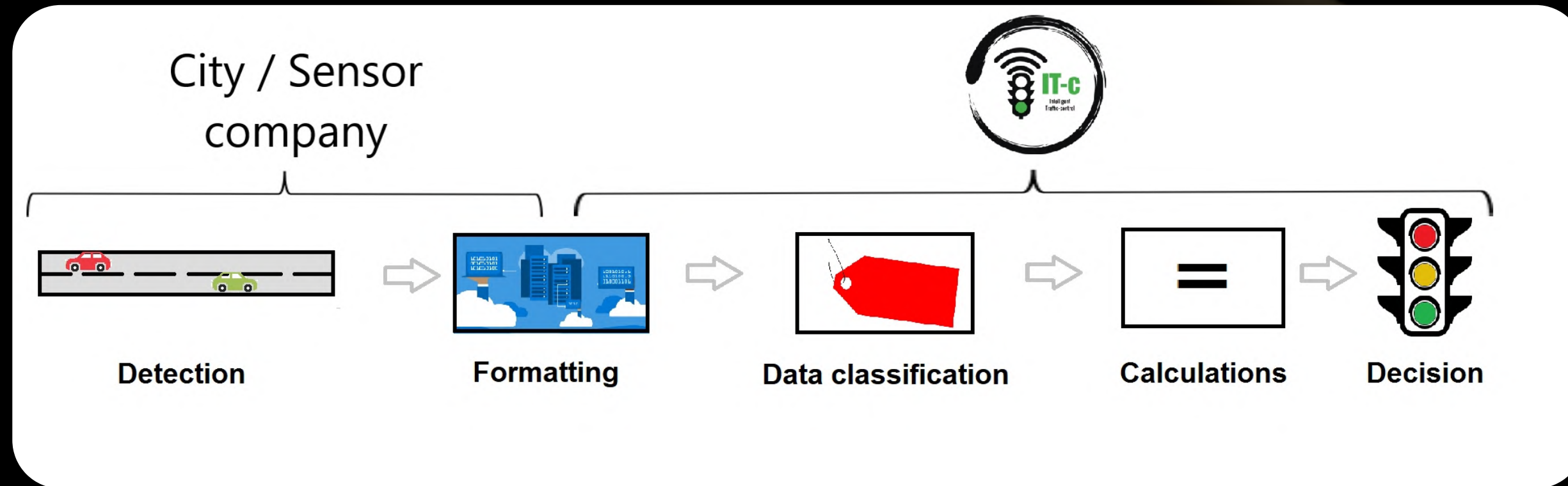
**It is time for traffic light
management to step into the
future!**

We present the **IT-c traffic controller**

A solution, that enables traffic lights to operate based on the live traffic conditions of their incoming traffic.

The IT-c proprietary algorithm can use the incoming traffic data from the road to decide in real-time the settings of the traffic lights, without time-constraints or fixed cycles.

THE SOLUTION



THE SOLUTION (CONT)

First use-case: Cellarhead intersection Stoke-On-Trent, United Kingdom

Results:

Number of waiting vehicles:
Reduced by 12%

Amount of waiting time:
Reduced by 6%

Lorry waiting time:
Reduced by 77%



GO-TO-MARKET STRATEGY



COMPETITION

	Current systems	Current smart, traffic-based systems	IT-c
Using pre-written red-green cycle length	✓	✓	
Controlling traffic on real-time conditions		✓	✓
AI/ML optimization		✓	✓
Compatibility with different traffic monitoring devices			✓
High level intersection specific customization			✓
Special vehicle distinctions			✓

TRACTION

- ✓ 3 completed Accelerators
- ✓ 3 conference exhibitions
- ✓ € 30 000 equity free grants
- ✓ First successful pilot project finished

Partners



 **KICKSTART**

Our team has diverse backgrounds and young agile mindset



Boldizsar Fejes

CEO



Matyas Duna

CTO



Vince Sajosi

HEAD OF
DEVELOPMENT



Thank you

ITRAFFICCO.COM

DATA REQUIREMENTS (BACKUP)

Refresh rate

0.5 - 3 sec

The shorter the better

For a vehicle

Size:
car vs bus

Position

Length of detectable road

Min. 20-100 m

The longer the better