



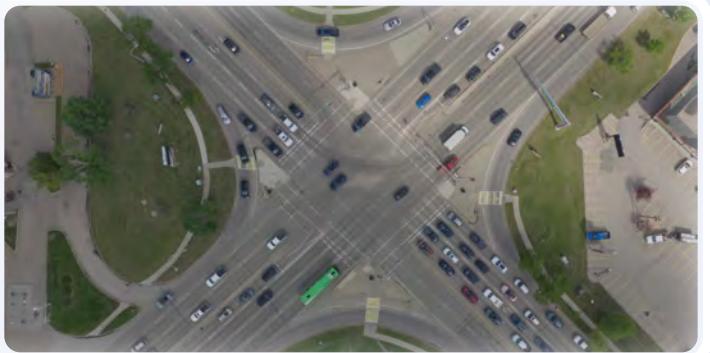
Optimization Mode

Optimization Mode leverages predictions to evaluate thousands of potential future traffic scenarios in real-time to optimize traffic flow, reduce congestion, and improve overall transportation efficiency and safety.



Rethink Signal Timing

Many intersections still rely on static timing plans and legacy detection that can't keep up with unpredictable changes in traffic.



NoTraffic Optimization empowers agencies to turn outdated timings into smart, responsive signal control. Using advanced detection, queue length data, microsecond-level simulations, and corridor connectivity, it continuously adjusts signal behavior to real-time demand delivering the following benefits:

1

Reduce unnecessary delay

Cut time wasted at red lights so people get where they're going faster and with fewer emissions.

2

Improve safety for everyone

Use responsive signal timings and road-user categorization to prioritize VRUs (pedestrians and bicyclists) and reduce risky driving.

3

Handle the unexpected

Run continuous simulations to respond to rush hour, events, construction, and other changing conditions to keep traffic flowing.

4

Modernize legacy intersections

Get the most out of existing infrastructure and lower capital and operating costs.

Optimization Overview



Tucson, Arizona

Getting the Most from Existing Infrastructure



Main objective

Reducing the level of oversaturation along this corridor, which has experienced significant expansion due to residential growth at its end.

24% reduced commute time



\$12.5 M
total economic value*



3,710 t
CO₂ reduction**



UBC in Vancouver, British Columbia

A New Model for Pedestrian Campus Mobility



Main objective

Reduce pedestrian delays and enhance greenhouse gas emissions.

Primary result

By harnessing these advancements, traffic flow for all users (including pedestrians and vehicles) can be optimized while upholding safety standards and without compromising safety.

40% pedestrian delay reduction



\$1.1 M
total economic value*



371 mt
CO₂ reduction**



* Total Economic Value represents time and gas savings over the initial 5-year warranty plus operational savings related to signal retiming, included data and analytics package, persistent camera installation, and NOC support

** Over initial 5-year warranty period

Phoenix, Arizona

A Leap Forward in Traffic Safety



Main objective

Reduce dangerous red-light running, peak delays, and emissions.

Primary result

By deploying NoTraffic along Glendale Avenue, Phoenix transformed a congested, high-risk corridor into a smoother, safer, and cleaner route for drivers, pedestrians, and neighborhoods.

70% reduction in red-light running



\$12.5 M
total economic value*



4,800 mt
CO₂ reduction**



Kirkland, Quebec

Construction Corridor Gets a Smart Upgrade



Main objective

Improve post-construction traffic flow and safety in Kirkland.

Primary result

By deploying NoTraffic on St. Charles Blvd, Kirkland turned a busy construction corridor into a smoother, safer route for all users while preserving signal logic.

22% faster afternoon commute



\$10.2 M

total economic value* (CAD)



27% reduction in red-light running



* Total Economic Value represents time and gas savings over the initial 5-year warranty plus operational savings related to signal retiming, included data and analytics package, persistent camera installation, and NOC support

** Over initial 5-year warranty period

Kelowna, British Columbia

How to Handle Road User Balance
in a Growing City



Main objective

Balance pedestrian waits and vehicle delays on Kelowna's Springfield corridor.

Primary result

By deploying NoTraffic across five intersections on Springfield Road, Kelowna transformed a congested growth corridor into a smoother, more predictable route that reduces everyday delay, keeps pedestrians moving, and supports safer multimodal travel.

40% delay reduction
in key location



\$5.8 M
total economic value* (CAD)



15,000 trees
CO₂ reduction equivalent**



Oklahoma City, Oklahoma

Bringing Route 66 Americana into the Future



Main objective

Cut congestion and queues on historic Route 66 (NW 39th St) improving reliability and safety across five signalized intersections without changing lane geometry.

Primary result

Real-time optimization modernized the corridor, reducing overall delay and improving peak performance using existing infrastructure and sensor-driven operations.

24% overall delay reduction



20% Afternoon delay reduction



\$35.3 M
total economic value*

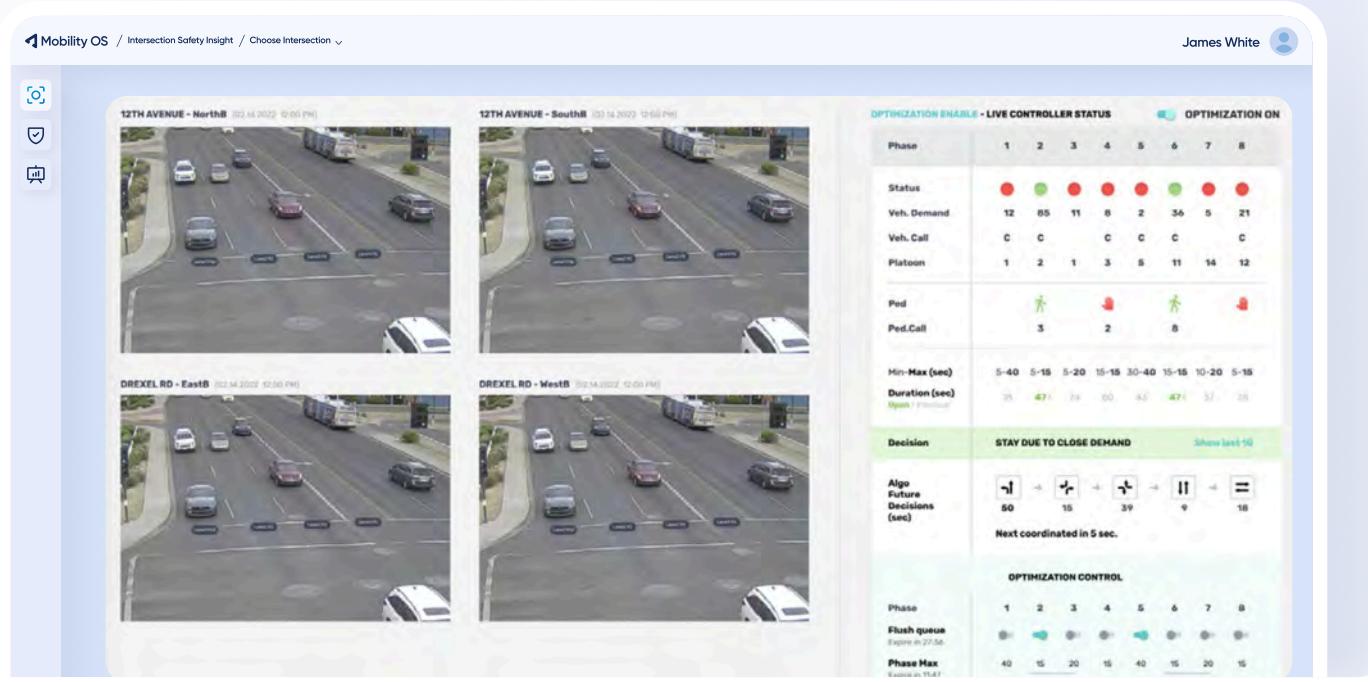


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** Over initial 5-year warranty period

Functionality

- ✓ Local AI-based predictions analyze numerous scenarios up to 120 seconds in advance.
- ✓ Adapts to real-time changes in traffic patterns and volumes.
- ✓ Coordinates multiple intersections along a corridor to ensure continuous traffic flow and minimize stops.
- ✓ Comprehensive 5-year service managed entirely.
- ✓ 24/7/365 monitoring by the NoTraffic operations center.
- ✓ Optimization driven by policies to minimize delay and travel time.
- ✓ Processing power to handle road user volumes of over 80,000 users/day



The screenshot displays the Mobility OS interface. On the left, there are four live traffic cameras showing intersections at 12TH AVENUE - NorthB, 12TH AVENUE - SouthB, DREXEL RD - EastB, and DREXEL RD - WestB. The cameras are dated 02.14.2022 10:00 PM. The main right panel shows the 'OPTIMIZATION ENABLE - LIVE CONTROLLER STATUS' and 'OPTIMIZATION ON' sections. The 'LIVE CONTROLLER STATUS' table provides data for 8 phases across various traffic metrics like Veh. Demand, Veh. Call, and Ped. Call. The 'OPTIMIZATION ON' section shows a grid of traffic light phases with green arrows indicating active optimization. A message at the bottom states 'Next coordinated in 5 sec.'

AI Mobility Platform

NoTraffic helps cities unlock the full potential of their intersections with a connected platform built on best-in-class detection, analytics, and mobility applications.

Backed by 24/7 support from the NoTraffic Operations Center, agencies can reduce congestion, improve safety, and future-proof their infrastructure while delivering smarter mobility solutions to their communities.

