

# News Release

September 28, 2018

Hitachi Industry & Control Solutions, Ltd.

## Hitachi Industry & Control Begins Sales of “Hitachi Image Traffic Counter,” Software to Automatically Measure Traffic Using Images Shot

Resolving variations in measurement results and lack of examiners  
when the traffic is measured manually



Figure 1. Example of using Hitachi Image Traffic Counter to measure traffic

Hitachi Industry & Control Solutions, Ltd. (President: Toru Kimura; “Hitachi Industry & Control”) today announced that it will begin sales of Hitachi Image Traffic Counter, software to automatically measure traffic based on images shot, in Japan, the People's Republic of China and Southeast Asian countries on September 28, and will gradually expand sales to other regions. Hitachi Industry & Control will expand sales of this product, mainly targeting construction consultants and road research companies that are involved in routine traffic surveys in Japan and overseas, research on the current conditions such as traffic congestion and accidents, and research on the location for the store opening plan. It will strive to receive orders for 100 licenses for the next two years.

In traffic surveys, several examiners manually measured vehicles passing the measurement section of a road by separating large and small vehicles. They worked in shifts of 12 or 24 hours at designated measurement spots. Therefore, there were issues with variation in the measurement results depending on the examiner or lack of examiners.

To solve these problems, Hitachi Industry & Control has provided a contracted analysis service for measuring traffic based on the images shot using automatic measurement software. Hitachi Industry & Control developed and will begin sales of Hitachi Image Traffic Counter, automatic traffic measurement software that enables users to shoot the images required for measurement, measure and verify using know-how cultivated through the contracted analysis service. The Hitachi Image Traffic Counter consists of tools to help users shoot images that are suitable for automatic measurement, and software to automatically measure the number of vehicles passing the road based on the images shot as well as the type of car<sup>\*1</sup>. This product will solve issues such as variations in measurement results depending on the examiner or lack of examiners.

Hitachi Industry & Control will extend the functions of the Hitachi Image Traffic Counter by utilizing the know-how of the contracted analysis service for automatic traffic measurement to meet customers' needs in the future. Moreover Hitachi Industry & Control will coordinate the Hitachi Image Traffic Counter and traffic simulation system, to provide one-stop service from the collection of traffic

information to road planning assistance. Hitachi Industry & Control will contribute to the creation of a good place to live globally through these initiatives.

■ Features of Hitachi Image Traffic Counter

1. Automatic measurement of traffic flow

This product analyses the images shot and automatically measures the number of vehicles passing on the road and type of vehicle. Therefore, it will solve issues such as variations in survey results depending on the examiner or lack of examiners.

2. Shooting of images that are suitable for automatic measurement

The app exclusively for tablets to check the angle of view displays two red lines on the screen and supports the verification of the horizontal angle<sup>\*2</sup>. It is possible to shoot images that are suitable for automatic measurement by setting the camera in a position where the two red lines on the tablet overlap with the traffic lane.

3. Verification of automatic measurement results

The function to overlap and display the automatic measurement results on analysis images helps users check how the automatic measurement was performed. This function enables users to verify whether the type of vehicle is measured correctly, and ensure that nothing is missing in the detection.

\*1 Type of vehicle: Categories of automobile types. Passenger cars, compact passenger cars, large special cars, small special cars, and small cars.

\*2 Horizontal angle: Angle calculated between two direction lines extending between two points respectively, which is projected on the horizontal plane.

■ Price and launch schedule for services

| Name                                     | Details                        | Price (excluding tax) | Launch schedule    |
|--|--------------------------------|-----------------------|--------------------|
| Package sales <sup>*3</sup>              | CD + 1 application + 1 license | Open price            | September 28, 2018 |
| Fixed period license sales <sup>*4</sup> | CD + 1 application + 1 license | Estimate separately   |                    |

\*3 Japanese, English, and Chinese versions

\*4 3 months, 6 months, and 12 months

■ Recommended system requirements

| Item                 | System requirements |  |
|----------------------|---------------------|--|
| PC                   | OS                  | Windows® 10                            |
|                      | CPU                 | Intel® Core i3-6100 or higher          |
|                      | Memory              | 4GB or more                            |
|                      | Screen resolution   | WSXGA + (1680 × 1050) or more          |
| Tablet <sup>*5</sup> | OS                  | Android 7.0                            |
|                      | Screen resolution   | WUXGA (1920 × 1200), WXGA (1280 × 800) |

\*5 It may be necessary to confirm that the device operates correctly in advance depending on the model.

■ Website about Hitachi Image Traffic Counter

<http://info.hitachi-ics.co.jp/product/gazoutraffics/index.html>

■ Website about Traffic Simulation System

<http://info.hitachi-ics.co.jp/eng/products/traffics/>

■ Notes

- Intel is a trademark of Intel Corporation or its subsidiaries in the U.S. and other countries.
- Windows is a registered trademark or a trademark of the Microsoft Corporation in the U.S. and other countries.
- Android is a registered trademark of Google LLC in the U.S. and other countries.

■ For inquiries from customers

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When exporting this product, please carry out all required procedures after confirming all restrictions (for example, Japan's Foreign Exchange and Foreign Trade Law, and American export control laws and regulations).

Information contained in this news release (product specifications, service details, release date, contact, URL and so on) is current as of the date of the press announcement, but may be subject to change without prior notice.