


# ITS Equant ARTES Business Applications & Space Solutions (1/2)

Scalable satellite-based solution improving traffic flow, safety, and incident response in areas with limited connectivity



## Project overview

- Less than 4% of roads use active traffic management due to costly infrastructure
- ITS Equant developed a **wireless, solar-powered, multisensory** solution at significantly lower cost by leveraging satellite communications and geo-positioning enabling coverage in remote areas
- Key sectors: Transportation 

## Benefits

- Achieves up to 80% cost-saving compared to electrical/communication cables
- Removes reliance on cellular connectivity, increasing road visibility from 55% to 100%
- Decreases incident response time by 25%
- 10-15% reduction in accidents causing injuries and fatalities (Chile, Peru & Costa Rica)

*"Had we not participated in the BASS programme, it is possible that Valerann would not be operating at all"*

*Michael Vardi, CBO, Valerann*



## Project success



€1.2M  
ESA + Industry  
funding



DURING



~€360K  
Sales revenue  
during project



10  
Jobs created in  
the UK



100%  
of sales  
exported



9  
Partnerships  
developed

BEYOND



€1.14M  
Revenues since  
project  
completion



60  
Additional jobs  
created in the UK



97  
Business  
development  
opportunities  
with total value  
~€20.5M



11-21  
Additional  
partnerships

## FUTURE GROWTH



Raise capital and  
increase hiring to  
deliver on  
contracts



Additional pipeline  
in progress worth  
~€20M/year



Developing an  
expanded solution  
to serve nations



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INFRASTRUCTURE & SMART CITIES



→ THE EUROPEAN SPACE AGENCY

# ITS Equant ARTES Business Applications & Space Solutions (2/2)

- Milton Keynes City Council: Effective traffic management during major international event



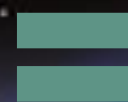
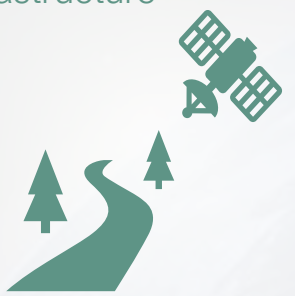
## Customer need

575,000 visitors for the UEFA Women's Euro 2022 tournament posed significant challenges for traffic management in rural and previously unmonitored roads



## Solution

Implemented the ITS Equant solution for real-time traffic analysis. Allowed organisers to manage the influx of traffic, detect incidents accurately, and rapidly mitigate major risks threatening to overwhelm the city's infrastructure



## Impact

- ✓ Improved traffic flow through real-time data that enabled immediate and optimal traffic decisions
- ✓ Better coverage of roads removes blind spots
- ✓ Enhanced safety for engineers to perform road maintenance with increased safety
- ✓ Reduced CO2, air and noise pollution by minimising traffic build-up
- ✓ Improved emergency services response times through the system's accurate and efficient guidance
- ✓ Reduced costs in comparison to the cost of traditional ATMS deployments



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