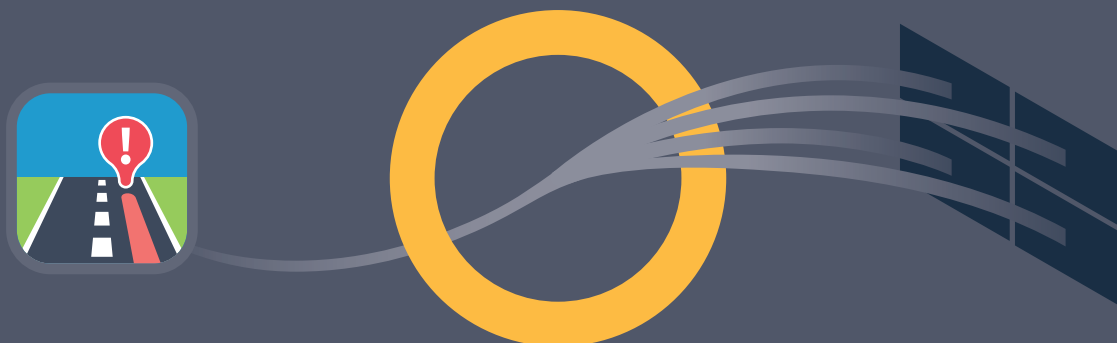# ⬤ activu® Link for Traffic Data

Link connects to *Crowdsourced Data Platforms,* to automate the organized display of cameras and content, as incidents first develop.

Configured specifically to the traffic management environment, Activu **Link for *Traffic*** filters the most important realtime crowdsourced incident data, and seamlessly displays the correlated live cameras and maps with live traffic condition overlays.
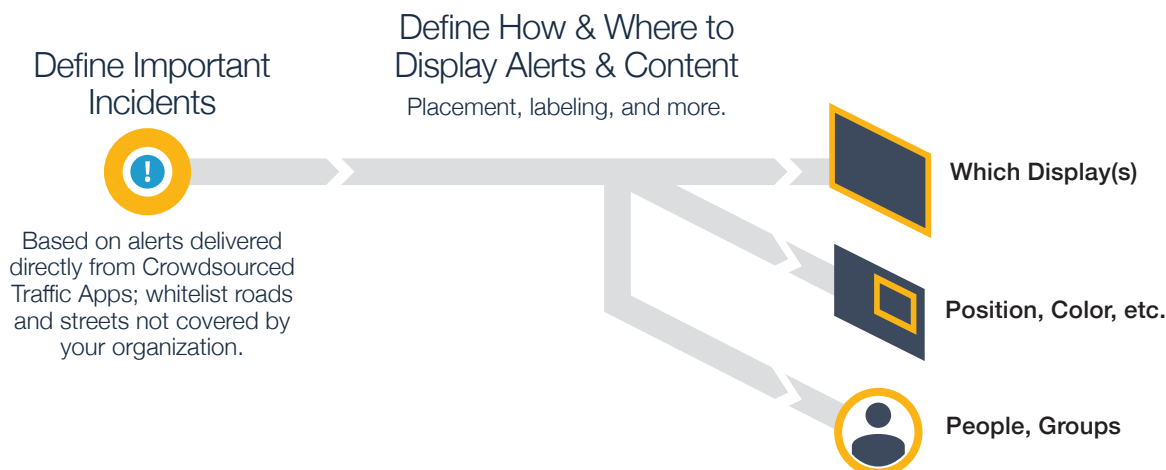
Traffic app data identifies incidents by roadway, affected direction, type of accident or hazard, and time. **Traffic managers** designate

which incident types require prioritized attention. Activu **Link** processes the incoming traffic incident **Data** and displays a base map, zoomed and centered around the incident, while automatically displaying nearby live **Camera** feeds, pointed toward the affected area.*

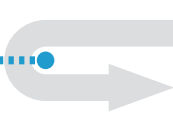As a result, **Link** automatically raises the visibility of the most urgent traffic incidents throughout

an organization, instantly directing relevant content to shared **Displays**, and directly to **Users** on **Desktops**.

The accompanying **Link for *Traffic*** desktop app offers direct access to the automated **Maps**, **Cameras**, incident prioritization, and management, ensuring the most important information is shared with the control room, and incidents are cleared faster.

Define Important Incidents

Based on alerts delivered directly from Crowdsourced Traffic Apps; whitelist roads and streets not covered by your organization.

Define How & Where to Display Alerts & Content
Placement, labeling, and more.

Which Display(s)

Position, Color, etc.

People, Groups

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*Requires a modern IP camera system capable of remote PTZ control.

activu® Link for Traffic Data

How it works

Link Pulls *Crowdsourced Traffic* Data into activu®

Link polls the Crowdsourced Traffic Platform's incident table for new events directly, on a configurable schedule, using authenticated web APIs.

Requirements

Customers provide appropriate credentials to Activu for configuration in **Link** in order to access their crowdsourced traffic account API.

Benefits

Simple: Nothing for customers to develop or manage

Fast: Dedicated Activu software runs the process

Dependencies

Requires frequent access to the incident table to ensure up-to-date incidents are processed.

Requires direct access to a customer's crowd-source traffic account by the **Link** plugin, which means the client must have an account with a traffic service.

Powerful Roadway Insight, Real-Time Visual Context

Custom Rules to Add Content and Direct Alerts
Example Setup Below

NEW INCIDENT

Get **Cameras** for incident roadway and aim/zoom toward the reported issue.

Weather   Traffic   Other...

Get **Maps** for incident roadway and center them on the reported issue.

IF

Accident
⚠ Critical

Slowdown
ⓘ Informative

Stream Sources to

Top-right position on **Video Wall**
+
Workstations, Remote, & **Mobile** stakeholders

Bottom-left position on **Video Wall**
+
Workstations

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