



“ Since the traffic volume per minute can be measured continuously for 24 hours by direction of travel and by gender, trends such as the large number of commuters on weekdays could be identified.”

Research facility

# ID

## Intelligence Design IDEA counter

Improving Insights through Automated Volume Measurement with AI Image Analysis

IDEA counter uses image recognition technology from the IDEA AI platform to help businesses achieve automatic traffic volume measurements accurately and in real-time. The solution provides businesses with measurement capabilities such as people counting, demographic and behavior analysis, and vehicle detection and model recognition. By connecting existing cameras to the edge solution, Intelligence Design helps reduce costs by eliminating the need to install additional cameras. Once installed, IDEA counter aggregates data and provides automatic real-time traffic data insights, enabling businesses to understand traffic trends that can improve business decisions. In addition, the solution incorporates an algorithm that does not store personal information, such as facial images, to protect customer privacy and ensure customer data protection.

Key Features				
	Automatic Data Visualization	Real-Time Analytics	Automatic Measurement of Human and Car Traffic	Low-Cost System

<b>Verticals:</b>	<b>Use Cases:</b>	<b>Learn more:</b>	<b>Country/Geo:</b>
<ul style="list-style-type: none"> <li>Government</li> <li>Construction</li> <li>Transportation</li> </ul>	<ul style="list-style-type: none"> <li>Logistics &amp; Tracking</li> <li>Situational Monitoring</li> <li>Asset &amp; Operations Management</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Intelligence Design Website</a></li> <li><a href="#">IDEA Counter Product Page</a></li> </ul>	East Asia (China, Japan, Taiwan, South Korea, Mongolia)

- Intel Products and Technologies**
- [Intel® Atom® Processors Product Page](#)
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