Spend less time on the road.

THE PROBLEM.

Municipalities spend billions of dollars per year surveying traffic, creating traffic light plans and building specialized traffic infrastructure, all with little to no effect on traffic. The traffic modulation market size is expected to reach $58B by 2024.

THE SOLUTION.

Solving traffic jams before they start to accumulate. It's a 3-step process:

1. Measure.

We use cutting-edge computer vision to count the number of vehicles in the intersection at any given time. We also detect the vehicle type, velocity and direction.

2. Analyze.

Based on our intersection measurements, our proprietary AI algorithms predict future traffic patterns with 99% accuracy,

3. Respond.

When our algorithms predict a jam is about to accumulate, we automatically adjust traffic lights across the entire traffic grid to reduce congestion.

For Municipalities.

ITC provides traffic measurements, automated traffic light plans and advanced traffic modulation, saving municipalities billions of dollars per year and improving people's lives in one swoop.

Competitive Edge.

There are precious few solutions that combine traffic management and prediction. Even those that do are light years behind ITC in performance. More importantly, while other solutions require proprietary hardware on-site, ITC is completely hardware-agnostic - we're a pure software solution.

Validation.

We've already signed 3 paying customers, including Israel's largest metro area, Israel's largest traffic light manufacturer and Japan's largest traffic light integrator. Our business model, $8,000 per intersection per year, has been fully validated.

The Team.

Aharon Brauner & Dvir Kenig are artificial intelligence experts with advanced degrees from Ben Guion University. Supporting them is Professor Amir Geva, a renowned entrepreneur, innovator and machine learning expert.