

# Products brought to you by digiWEST

For more information, please contact [sales@digiwest.com](mailto:sales@digiwest.com)



## Why BlueMAC?

BlueMAC surveillance equipment provides accurate travel time and origin-destination data for vehicles and pedestrian applications, and for use in environments that include high-speed roadways, arterial roadways, and pedestrian environments. BlueMAC boxes can be installed as a low cost portable or permanently mounted product for applications.

The product line includes portable, stand-alone battery and solar-operated units suitable for short-term traffic studies, as well as permanently mounted units for continuous real-time data reporting. The permanent units can be integrated into existing systems or standalone core technology can be configured to meet specific data collection needs.



## Why Bluetooth Data Collection?

States have started passing laws prohibiting the use of hand held devices while driving, in turn creating a need for the standardization of Bluetooth capabilities in cell phones and automobiles. This general use of Bluetooth makes for opportunities to anonymously identify patterns of travel behavior. The data, when properly analyzed, can then be used to demonstrate, define, or provide travel behavior for traffic roadway and planning.

### BlueMAC FEATURES:

- Long-term and short-term study capabilities
- Limited investment, easy setup.
- Web-based configuration of study with easy Dashboard-based interface. Visual map reference for all operating boxes.
- Wireless communication capabilities for command, control and data collection services.
- Variety of power options: 7-day battery powered, solar powered, or hard wired.
- Collect speed data on road sections where traditional sensors are impractical.
- Identify and record unique IDs.
- Each BlueMAC unit contains GPS and synchronizes with a common time reference for easy comparison of time and location.
- Analysis with real-time and forecast comparisons of travel times between designated origin and destinations.
- Comprehensive data sampling of driver actions.
- Permanent or temporary installation of BlueMAC can monitor expressway exit/entrance patterns, destinations after exit, backup queues and other conditions.
- Temporary installation to monitor work zones and special events, simplified maintenance replacement for existing sensors.
- Better understand the seasonal patterns of drivers to yield a more precise ROI when building new interchanges.
- BlueMAC reports conditions to the traffic operations center without expensive communications infrastructure.
- Accurate location identification for incident detection.
- And much, much more!



For more information about BlueMAC or HiSafe: [sales@digiwest.com](mailto:sales@digiwest.com) | 503-224-2765