

Proposed Solution

S.No	Parameter	Description
1.	Problem Statement	To provide a solution to incautious driving and poor weather conditions causes major road accidents
2.	Idea / Solution description	Roadway sensors are need to be implemented to monitor the environmental conditions such as rainfall, air pollution, fog and to monitor road infrastructure like congestion, breakdown and to monitor vehicle information like speed alert, lane monitoring, vehicle position. Adaptive Digital board displays the signs as per the conditions. Communication from road infrastructure to vehicle provides high level safety, the driver will get updated information every time sensors detect any abnormal situations in the road or weather conditions. Data are stored in cloud.
3.	Novelty / Uniqueness	Adaptive digital display updates each and every information to both commonly in road and also to the driver via specific cloud platform where all the data were stored. Monitoring data, collecting data, storing data of each vehicle in the cloud. Every commuters get the information when they enter into the specific road.
4.	Social Impact / Customer Satisfaction	Commuters feel comfort while driving, reduce number of accidents, avoid traffic congestion and knowledge about the road they travel.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • Road contractors and vehicle manufacturer are the main partners. • Providing cloud platform. • Make commuters to subscribe for updating information. • Providing reliable services • Commuters comfort level.
6.	Scalability of the Solution	The scalability of the solution will fit for even heavy load of vehicles are using the road and also it will withstand all environmental conditions. The analysis process should be done and produce result within fraction of seconds so that it avoid accidents.