

# TELEFÓNICA

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

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Collaborating member of the Smart Destinations Network



## PEOPLE AND BICYCLE COUNTER

This solution allows the **transit of bicycles and scooters to be monitored and segmented in real time**, as well as that of individuals passing through a certain location or route. This kind of solution consists of the following elements:

- Sensors/cameras: the main function is to detect a person or vehicle as it passes by. There is also the option to include sensors that detect magnetic fields, or a camera with video analytics.
- Repeaters: communication equipment that transmit the data from platform sensors
- Hubs: these transmit the data from sensors to cloud-based servers via 3G/GPRS, Wi-Fi or Ethernet
- Platform: this compiles and displays the data collected by the sensors, creating different dashboards and analysis KPIs to better interpret the collected data simply and visually.

The main benefits of this solution are:

- Identifying hot and cold zones
- Assessing spaces based on transit
- Identifying repeat visits
- Adapting spaces to demand for use.

Scope of smart destination application

**Technology**

Solutions for destinations in the following areas



Type of solution

