

Dynamite with a laser beam

RICHARD YOUNG

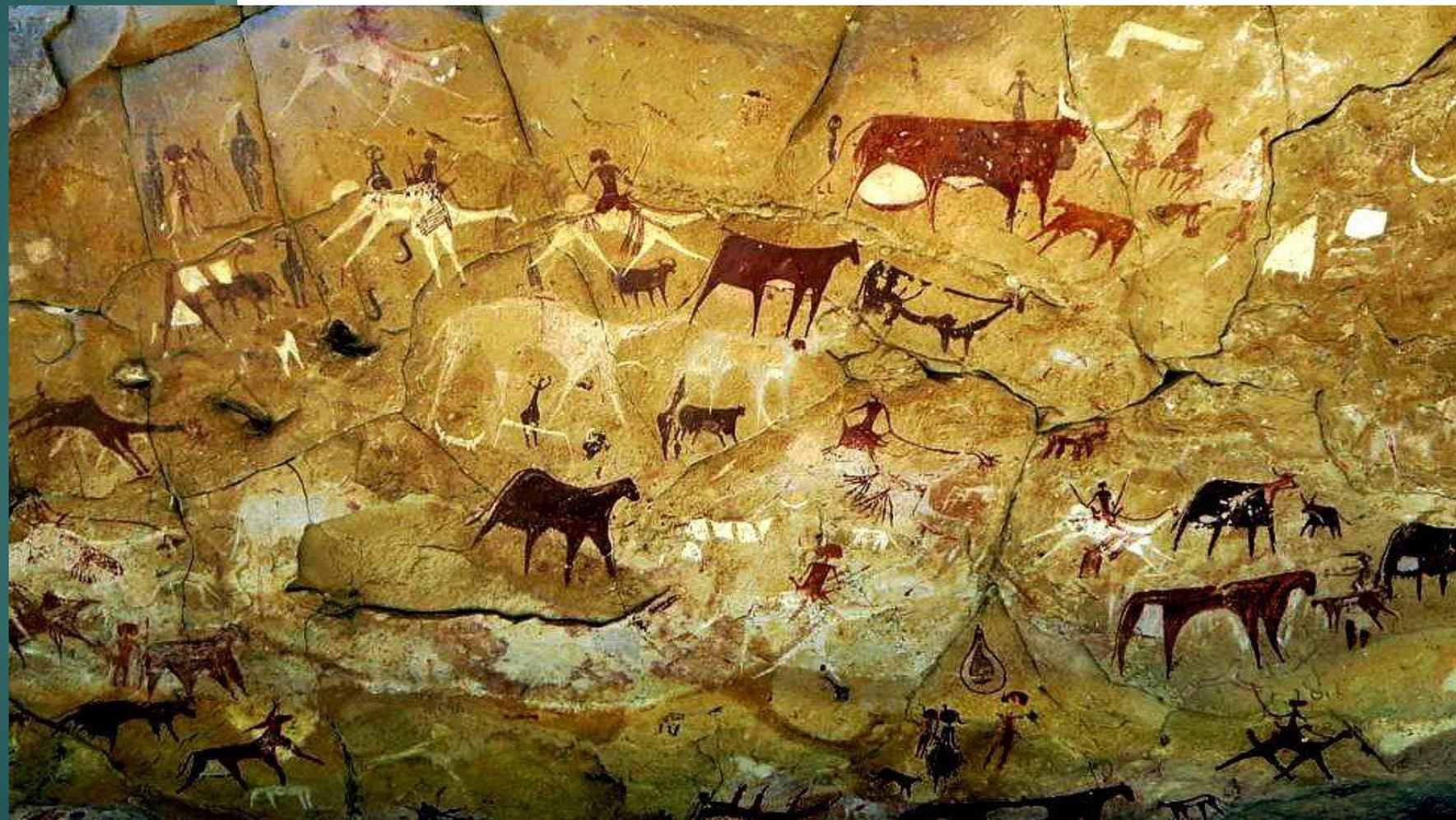


SmartSense
people driven intelligence

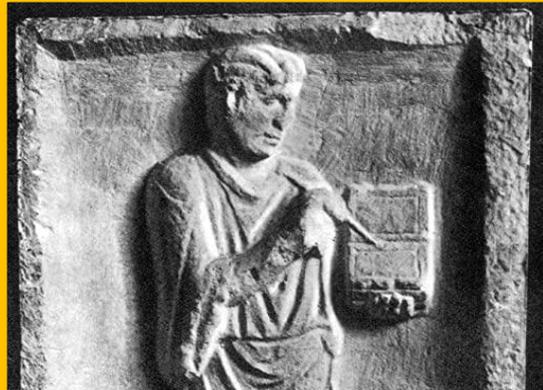
OK I'VE NOW GOT 16 SECONDS TO GET MY ASSISTANT ON STAGE....

A brief history of shared space counting technology

Way back before e-scooters humans shared the environment with a range of other hazards. As they hadn't invented words or numbers they resorted to cave paintings to record the high levels of congestion



A brief history of shared space counting technology

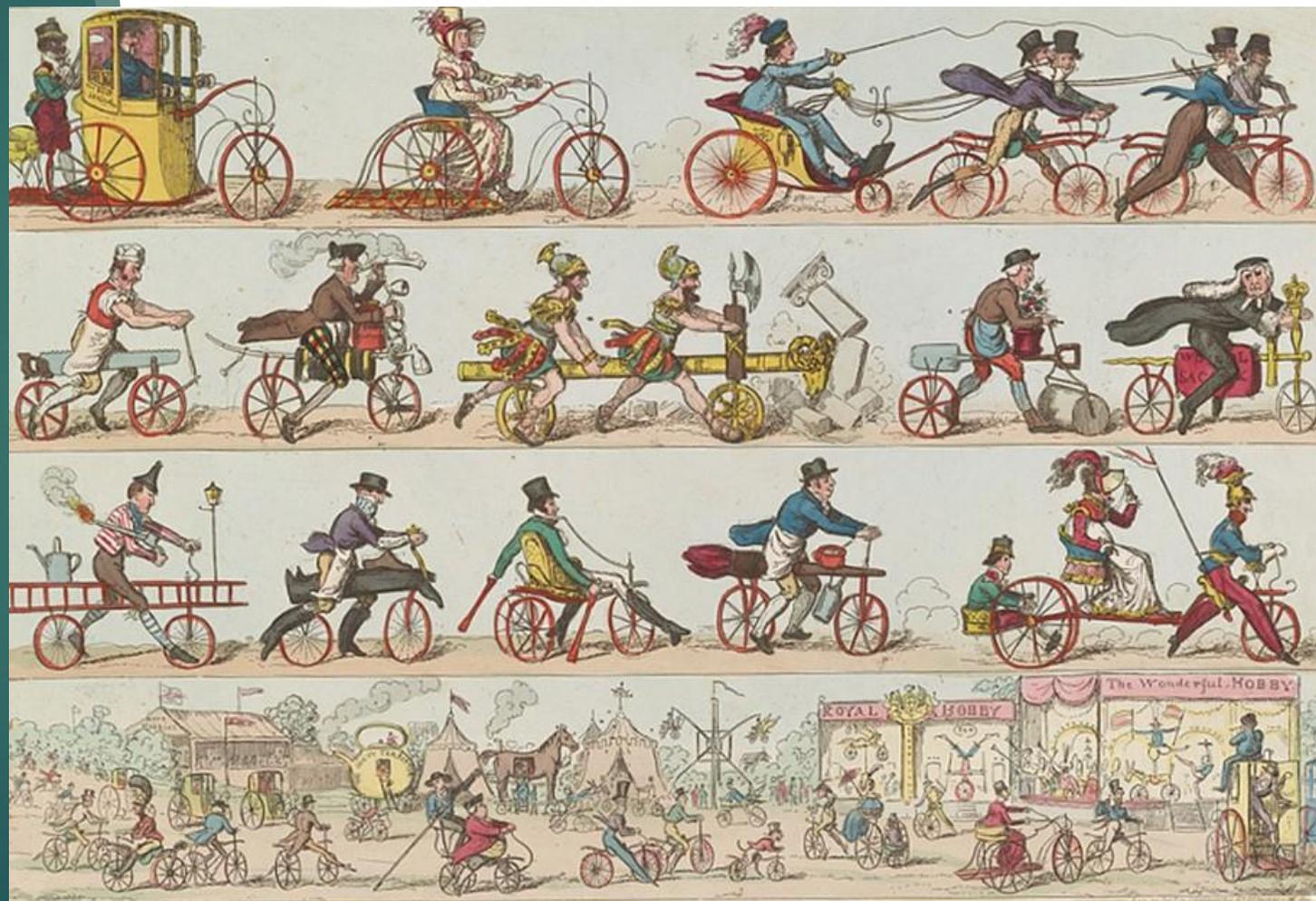


By 30AD humans had mastered writing and so have the first records of pedestrian / chariots conflicts

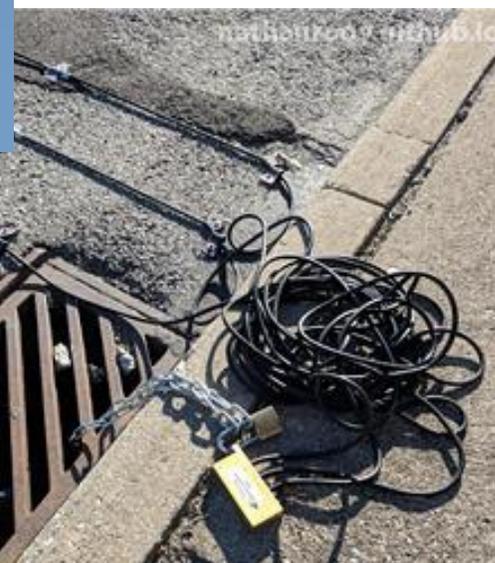


A brief history of shared space counting technology

By the renaissance period and into the 18th Century artists were continuously employed to undertake classified counts of the plethora of devices that filled the shared spaces.



A brief history of shared space counting technology



In the 20th and early 21st Century we now have a whole array of devices that provide a range of different information

Stop and rewind....

Why do we want to capture path usage data?

- To understand current trends.
- To measure any changes.
- To inform decision making.



Stop and rewind....

The six key metrics we
routinely require?

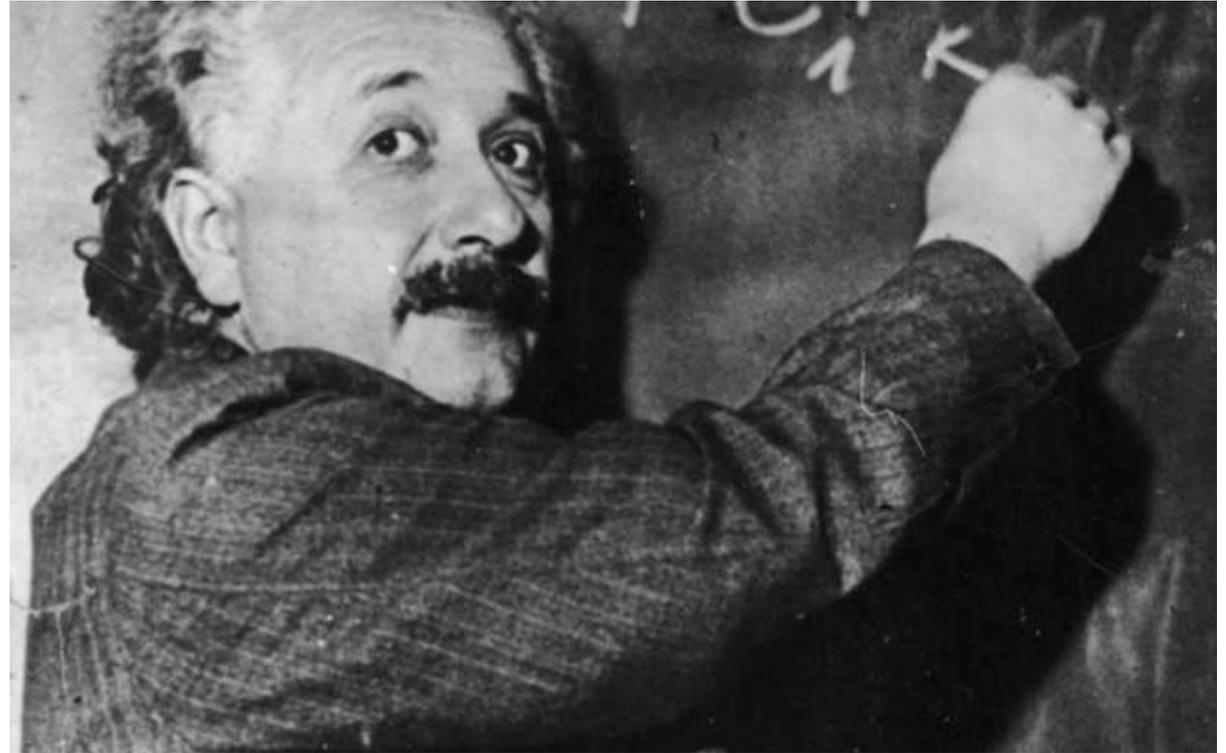
- Counts
- Classification by mode
- Time of day
- Direction
- Speed
- Lane keeping



Stop and rewind....

The six key metrics we
routinely require?

- Counts
- Classification by mode
- Time of day
- Direction
- Speed
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*“Make everything as simple as
possible, but no simpler.”*

Introducing the Morepork concept

A discrete solution that captures those six key metrics of shared space usage.



And Morepork – the reality

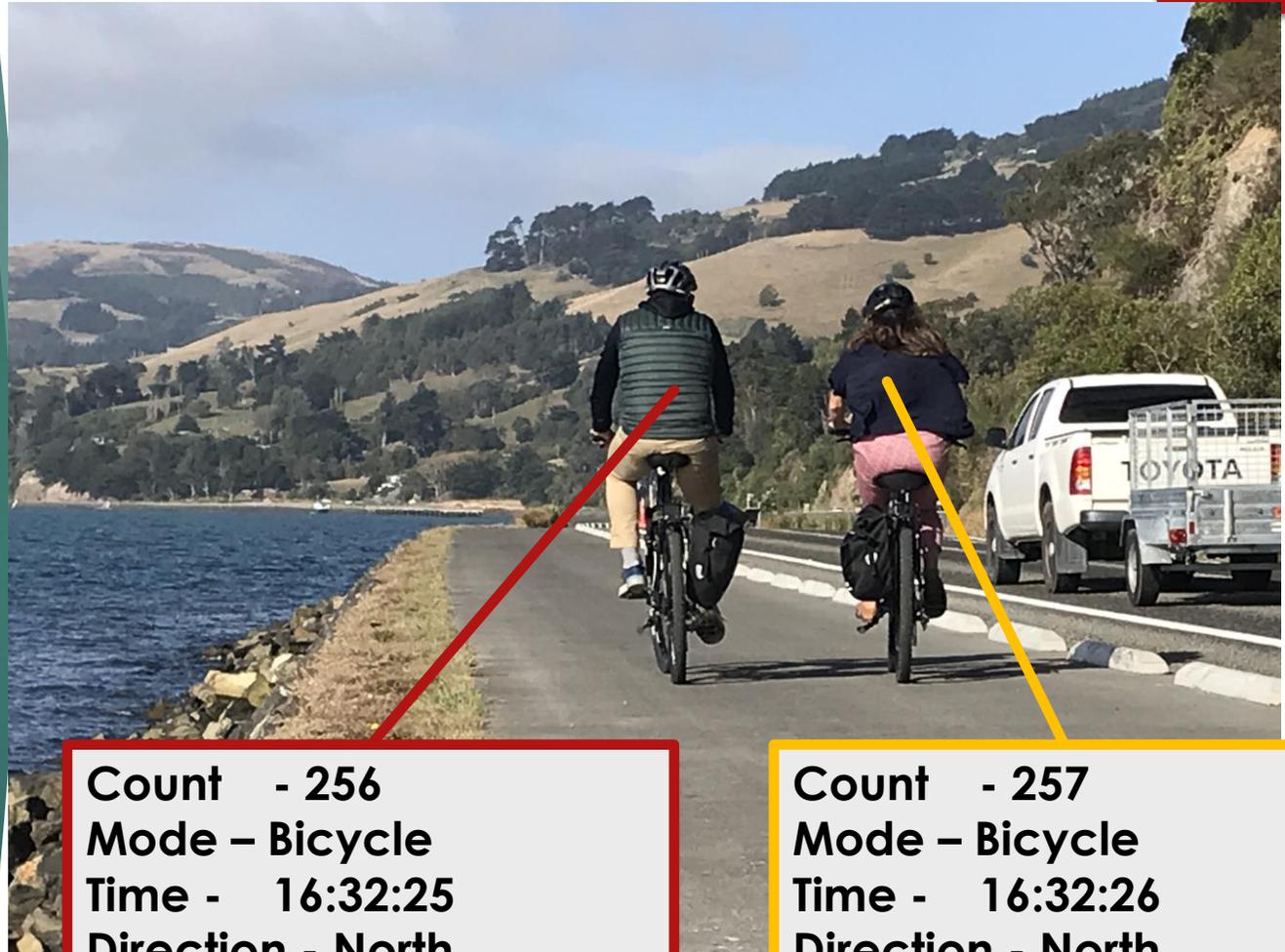
Designed to blend in, but not
to be confused with a..

- Possum trap
- Cigarette butt holder
- Mail box
- Dog poo bin



How does Morepork work ?

- LiDAR
witchcraft.



Count - 256
Mode - Bicycle
Time - 16:32:25
Direction - North
Speed - 17km/h
Lane keeping - Lane 1

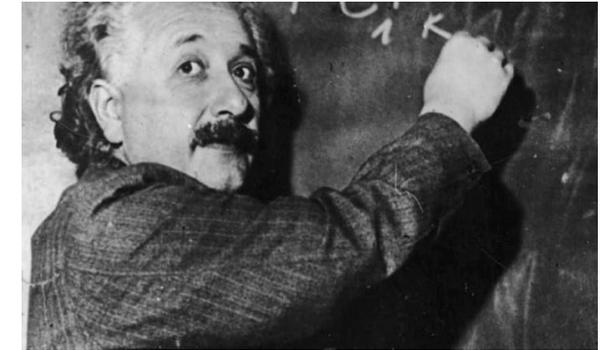
Count - 257
Mode - Bicycle
Time - 16:32:26
Direction - North
Speed - 15km/h
Lane keeping - Lane 2

How does
Morepork
work ?

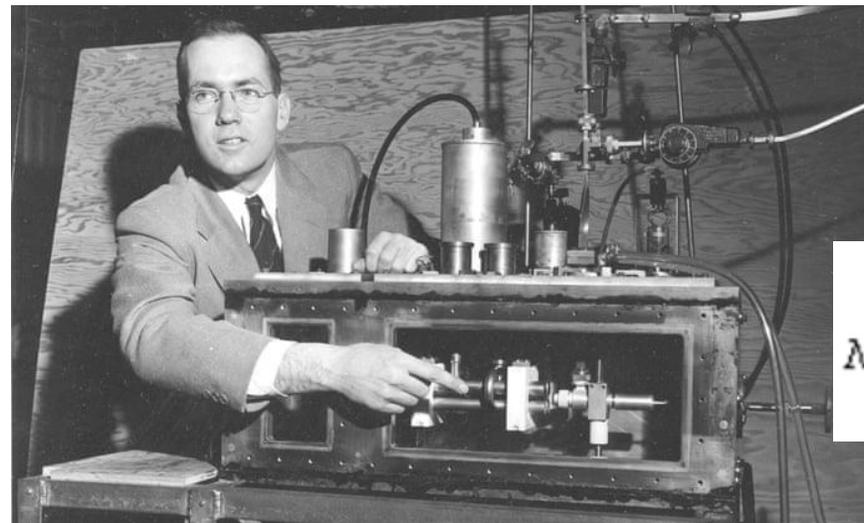
- LiDAR
witchcraft.



$$v = s/t$$



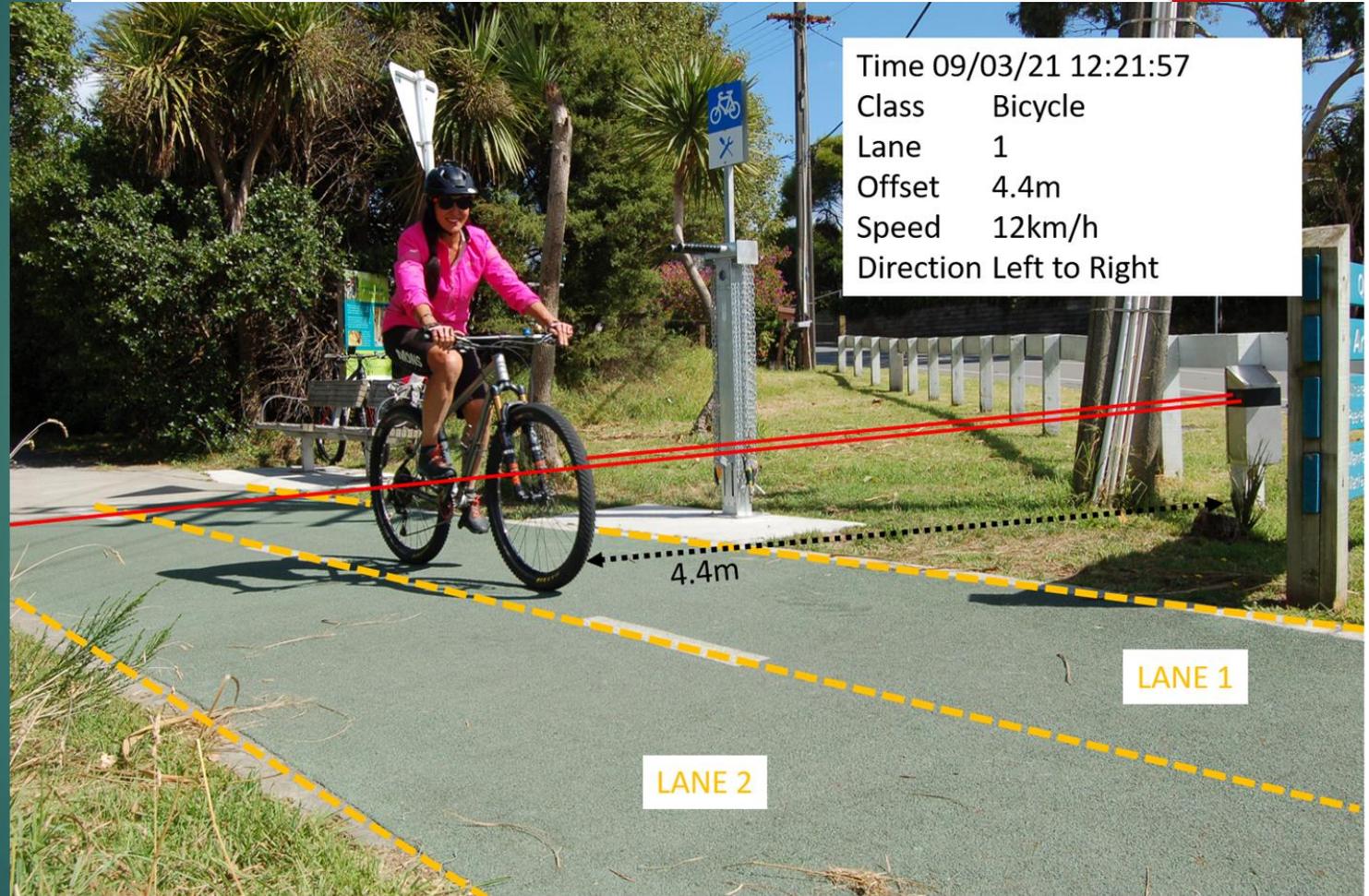
$$E=mc^2$$



$$NHZ = \frac{1}{\phi} \left[\left(\frac{4\Phi}{\pi * MPE} \right)^{\frac{1}{2}} - a \right]$$

Morepork
delivers the
intelligence
you need

And nothing else



Effective in bustling urban environments



Effective in bustling urban environments

- Morepork provides a 99% count accuracy.
- Morepork can accurately classify the mode 95% of movements.



Effective in bustling urban environments

Answer questions that are often in the 'too hard' basket.

- Do the cyclists slow down when pedestrians are nearby?
- Do scooters really go faster than bicycles?
- Do people keep within any designated lanes?
- What width of the path isn't used?



Morepork In Dunedin.

A Morepork was temporarily installed on Tuesday along the shared path to Portobello.

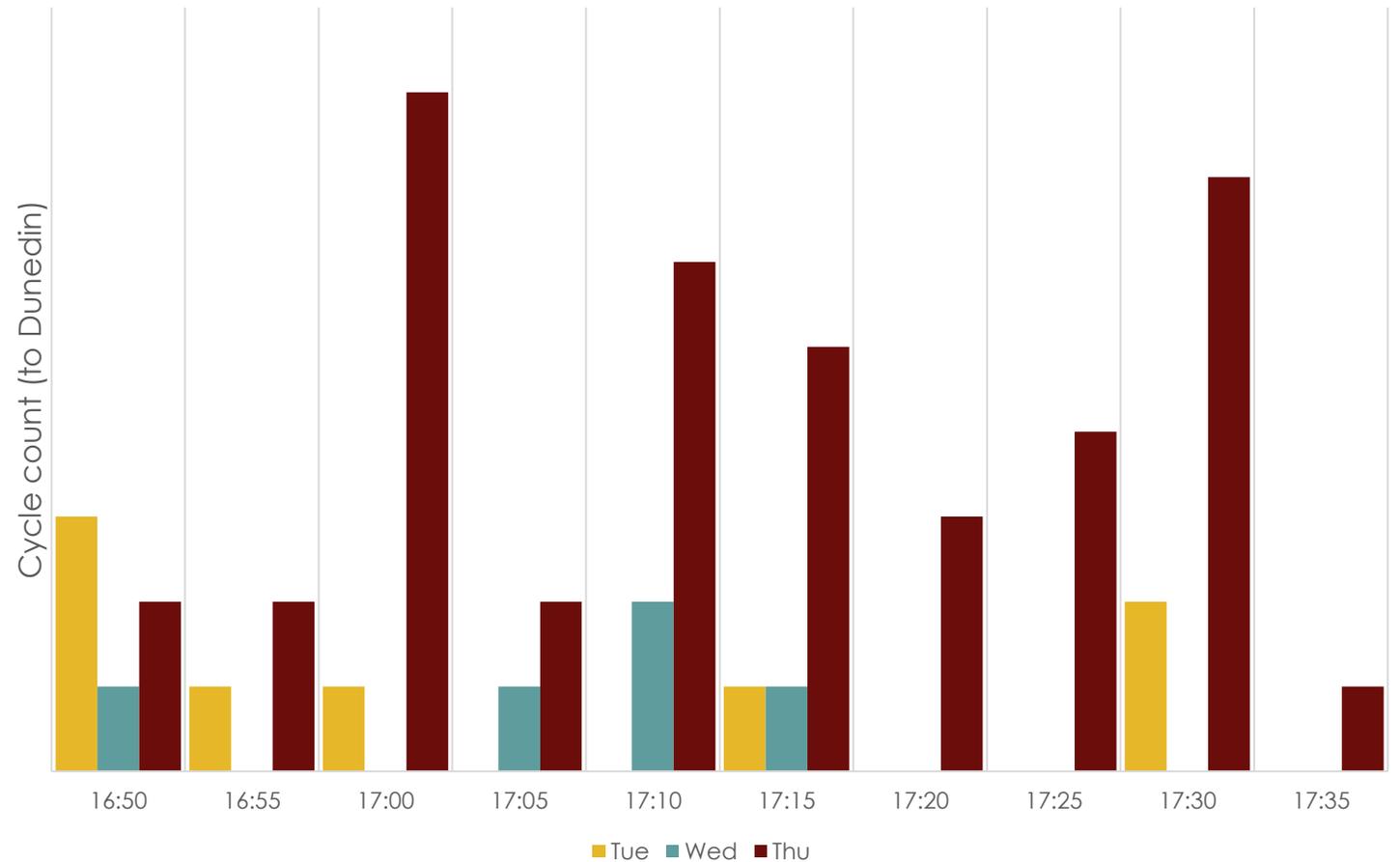
- Two neat pelotons heading out yesterday



Morepork In Dunedin.

And one very ragged
peloton returning
between 5:00 and 5:30.

The 2walk2cycle meanderings from Portobello



Want to win a Morepork sculpture?

- Take part in the Exhibitors Quiz on your App.
- And do come along to the SmartSense stand to find out more about Morepork and some of the other smart tools available to assist you.



Dynamite with a laser beam, guaranteed to blow your mind?

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SmartSense
people driven intelligence

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