

Placemeter Announces Intelligent Object Classification Following Smart City Initiative With City of Paris

Advanced Computer Vision Helps Municipalities Transform Urban Traffic Counts Into Actionable Insights

New York ([PRWEB](#)) May 24, 2016 -- [Placemeter](#), the urban intelligence platform, today announced object classification, allowing customers to identify five classes of moving objects, including pedestrians, bicycles, motorcycles, light and heavy vehicles, using computer vision. Effective immediately, intelligent object classification is now available to all Placemeter customers.

The new technology was developed out of a [smart city initiative](#) lead by the City of Paris. The initiative is aimed at improving public use of major intersections, including the Place de la Nation. The square is one of seven major sites the city will redesign for pedestrian and bicyclist use. For the initiative, Placemeter is working closely with the City of Paris and Cisco Systems to power several urban planning models using classification data to test multiple assumptions about pedestrian use of the plaza.

“This is the first time object classification that allows full multi-modal traffic analysis has been offered at scale, at a rate anyone can afford,” said Alexandre Winter, Placemeter CEO and founder. “In our experience, we found that the most interesting insights come from comparing two or more object classes, particularly in large areas or mixed-use spaces such as pedestrian plazas. Revealing the hidden interplay between cars, bikes and pedestrians is key to informing smart design.”

Intelligent object classification is now offered through a tiered pricing model. Placemeter’s Enterprise tier includes all five classes of object classification – pedestrians, bicycles, motorcycles, light and heavy vehicles – for \$90 per month per measurement point. The Premium tier includes two object classes – pedestrians and vehicles – for \$60 per month per measurement point. And the Starter tier includes one object class – moving objects in general – for \$30 per month per measurement point.

“Our work in Paris provided an excellent opportunity to train our new classification algorithm at scale. We’ve counted millions of pedestrians and vehicles, giving our system the ability to accurately distinguish between several moving objects in rapid succession,” said Florent Peyre, Placemeter COO and co-founder. “Today, the technology is commercially viable and we’re proud to make it accessible to other smart cities and businesses alike.”

Placemeter works with smart cities and businesses to design safer and more efficient cities. To put classification to work for you, visit www.placemeter.com.

About Placemeter:

Placemeter is an urban intelligence platform. We quantify the movement of modern cities, at scale.

Placemeter ingests any kind of video to analyze pedestrian and vehicular movement, revealing hidden patterns and strategic opportunities. Our platform leverages proprietary computer vision technology to gather data from live video streams. Our system was designed with privacy at its core, in order to yield useful data without compromising an individual’s privacy.



Our mission is to help build stronger businesses, efficient cities, and innovative neighborhoods worldwide.

The answers we need are all around us. Quantify the world at www.placemeter.com.



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