M³ MODULE: ORIGIN DESTINATION

Origin-destination (O/D) solutions **determine traffic patterns** in a region of interest over a given period of time.

As the name suggests, origin-destination data represents traffic movement through geographic space, from an origin (O) to a destination (D). This mapping can be limited to a single intersection , as well as it can analyze an entire city, e.g. for daily commute studies. This provides traffic experts with more information about the number of vehicles travelling from O to D and vice versa. The output results may be visualized in many different ways, e.g. 3D heat maps .

A great advantage of our solution is that it is completely multimodal , i.e. it is not just limited to vehicles, but also takes pedestrians and cyclists into account.

KEY FEATURES

▸ **Easy presentation** of gathered data in various data models

▸ **Fast data exporting**

✔ Ready to use with

MACQ MOBILITY MANAGER

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