



# PTV Optima

Real-time traffic  
management software  
for multimodal networks

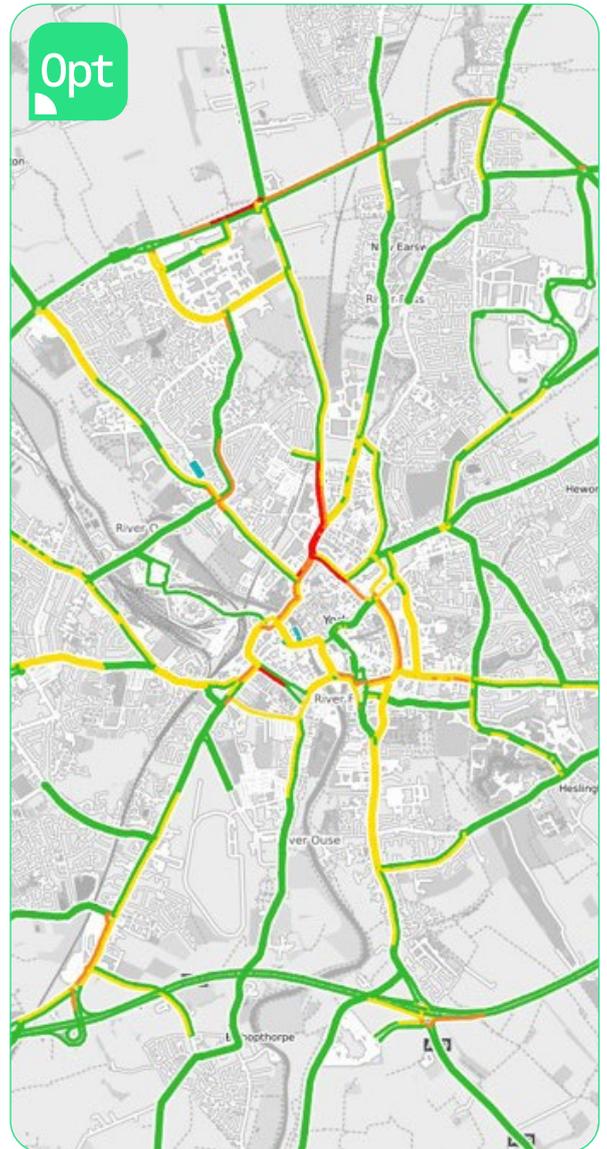


# PTV Optima: The AI-based solution for efficiency in mobility

PTV Optima delivers detailed traffic forecasts and monitoring dashboards, so you always have complete overview of the situation and take the right actions.

Connecting to all your sensor data, including from public transport, the software helps operators identify the best scenarios to manage congestion, road closures and construction sites, and to accurately simulate the resulting network performances.

PTV Optima continuously reacts to changing conditions. It provides live information, enabling you to optimize network efficiency and increase user satisfaction – without adding new roads or services.



## Your benefits:

### Detailed forecast

Get unique traffic information for every road, intersection and lane



### Scenario evaluation

Find the most effective action plan for your traffic operations



### Multimodal approach

Monitor and forecast in real-time both road and PT networks



### Fast calculations

Forecast up to 30,000 km of roads in less than a minute



### Personalized dashboards

Create personalized dashboards, to always have a complete overview



### Modular system

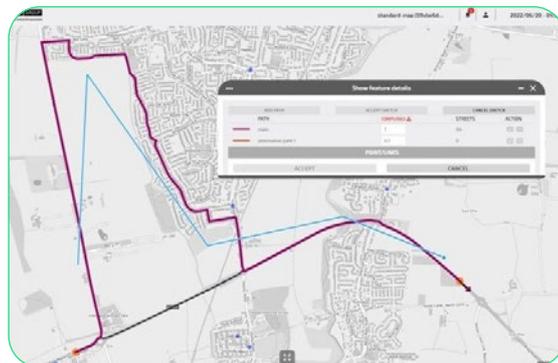
Buy and activate only the modules you need



# PTV Optima's key functions:

## Traffic data analysis

PTV Optima incorporates data from a huge number of sources, such as floating car data (FCD), automatic number plate recognition (ANPR), detector information, and accident and construction site updates. The software continuously compares and validates live field data, eliminates biases, fills in data blanks, and integrates these with PTV Visum dynamic models.



## Traffic forecast

Replace speculations with reliable predictions: PTV Optima forecasts future traffic conditions. Its unique approach combines machine learning and transportation models, to cover effectively both planned and unplanned events.

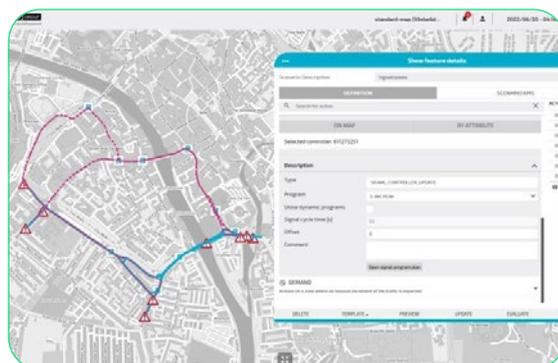


## Traffic scenarios

PTV Optima allows operators to simulate and evaluate different mitigation strategies in a virtual environment. To steer traffic away from incidents, the model runs parallel simulations, and indicates the most effective of them. This takes only a few moments, and the results are the basis for a reliable decision.

## Adaptive signal control

Optimize your signal control by connecting PTV Optima to PTV signal optimization tools. Optimize green waves at single intersections and improve signal coordination in the entire network.



## Public transport operations

Integrate PTV Optima with your public transport operation control center to provide passengers with reliable travel information and expected delays. Monitor real-time fleet positions to determine expected delays where routes mix with private traffic.

## A selection of satisfied PTV customers:





Are you interested  
in a personalized  
demo?

Our experts will be happy to give you  
a demonstration of PTV Optima  
and answer all your questions.



## Common use cases for PTV Optima:

### Switch to smart city traffic management

- Fuse different data sources
- Real-time forecasts for the entire network, including non-monitored roads
- Evaluate alternative scenarios and their effects
- Early incident detection

### Public transport operations management

- Improve and speed up operations management
- Quality real-time data
- Build performance indicators and pre-identify critical points
- Observe passenger trends