



Nomad Digital

connected transport, intelligent solutions

Passenger Counting and Beyond

Nomad Digital develops and delivers innovative solutions to support operators in understanding train loading and passenger behaviour.

On some fleets, passenger counting sensors mounted above doors provide a way to derive an overall passenger count on a train. However, these sensors are not present on all active fleets, and another solution is required to obtain this data. Nomad Digital can utilise multiple data sources to deliver a solution without sensors or enhance an existing passenger counting solution already installed.

By leveraging our expertise in delivering Wi-Fi solutions, our innovative technology can now track the number of devices in each car that is Wi-Fi enabled, even if they are not connected to the onboard Wi-Fi system or in use. Of course, counting Wi-Fi devices is not the same as counting people, as some may have more than one device, and some may have none or have Wi-Fi disabled. Our AI-driven analytics enhance this data to ensure the relative load is reported more accurately across a train. It can also track movement between coaches to identify issues with passengers finding a seat.

Our onboard solutions provide significant computing resources on board a train. Recent advances in the efficiency of AI-driven image processing systems allow us to use onboard CCTV to derive a highly accurate, real-time view of the loading of each coach. Our solution processes data locally. It does not use facial recognition and does not need to store CCTV or forward it off the train, respecting passengers' privacy. This solution also offers the opportunity to go way beyond simple passenger counting. The toolset can also

identify other objects, such as bicycles and luggage, helping to identify potential blockages in aisles and vestibules.

Using CCTV image analysis in combination with other measurements offers the opportunity to build detailed insights into passenger behaviour. Nomad's edge computing, working in parallel with advanced analytics in our cloud-based solutions, cost-effectively turns a vast amount of data into valuable and actionable information. Nomad's passenger counting solutions provide train operators with insights into passenger behaviour that they can use to improve their efficiency and passenger service.

If you want to move beyond just counting your passengers and start to understand their behaviour onboard to deliver a better travel experience, **Speak to Nomad Digital's team of experts.**

For more information visit www.nomad-digital.com.





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