TRAFFIC SAFETY
NEWSLETTER

IN THIS ISSUE

⭐ Product News:
TrafxSAFE Next

👥 TrafxSAFE
for COLAS

👥 Upcoming
Events

TRANSOFT SOLUTIONS

FOREWORD

Dear Readers,

Welcome to an eagerly anticipated edition of the Traffic Safety Newsletter, where our focus extends beyond the pages to the upcoming conferences and the invaluable opportunity to reconnect with our esteemed partners and clients in person. As we anticipate these gatherings, we also recognize the importance of emphasizing inclusive, proactive road safety amidst the broader discourse on sustainable transportation.

In this issue - while we prepare attendance for two prestigious events, Intertraffic in the Netherlands and Traffex in the UK - we delve into exploring innovative projects, technological advancements, and community initiatives aimed at fostering safer roads for all users, using our technologies.

This newsletter continues to serve as a source of knowledge, offering insights for professionals and enthusiasts working in the field of road safety, traffic monitoring, or management.

We look forward to convene at upcoming conferences and reconnect face-to-face with our valued clients. Let's seize this opportunity to advance our shared goal of fostering safer roads and more sustainable urban and rural environments through collaborative efforts.
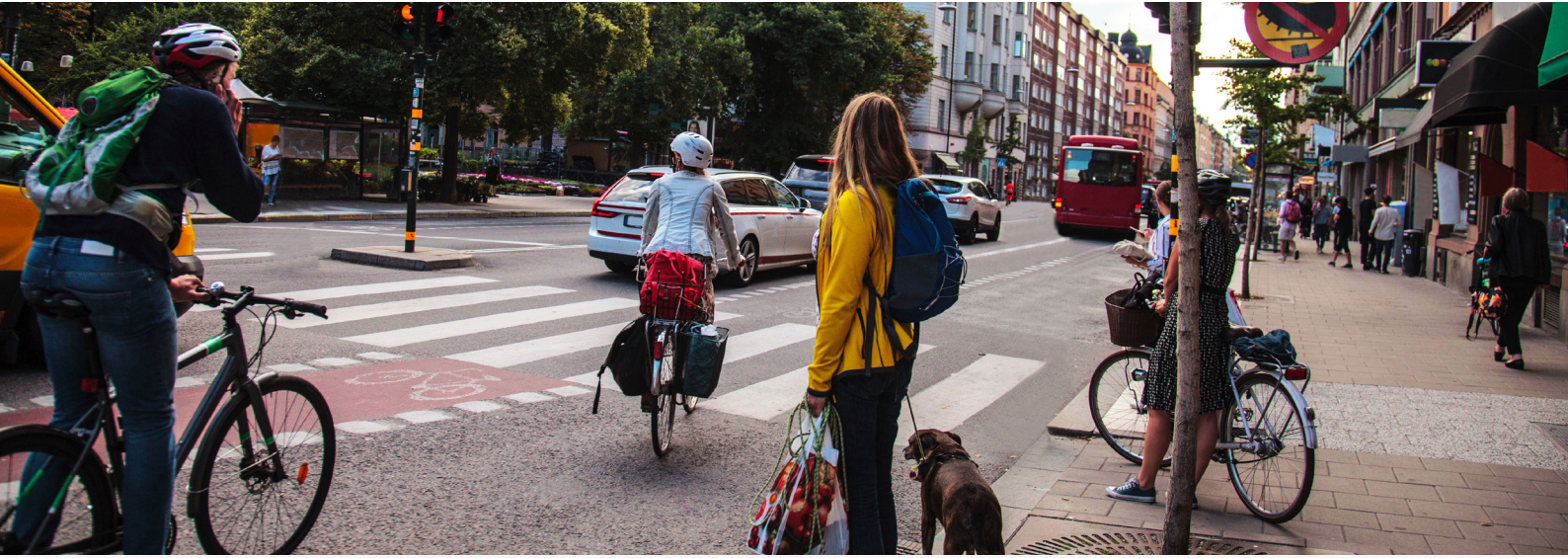
Karen Giese

VP, US Business Development &
Head of the Traffic Safety Business Unit

PRODUCT NEWS | TRAFXSAFE NEXT

The next generation of proactive traffic safety analysis

TrafxSAFE™ Next is the next generation of proactive safety analysis, combining the trusted methodology and crash estimation power of the Highway Safety Manual's safety performance functions with the grounded detail and prescience of near-miss data.

Eliminating guesswork in interpreting near-miss data, TrafxSAFE Next offers direct access to crash estimations that surpass the accuracy and granularity of both calibrated and uncalibrated conventional safety performance functions. Addressing the global surge in traffic volume and road incidents, TrafxSAFE Next empowers traffic engineers to proactively identify potential crashes, considering all site conditions, before they occur. This opens up new possibilities for heightened levels of safety analysis.

TRAFXSAFE NEXT LAUNCH WEBINAR

Rewatch our live presentation of TrafxSAFE Next

WATCH NOW →

FROM OUR CLIENTS

COLAS Case Study

TRAFXSAFE

"TrafxSAFE has helped us to understand the human behaviors in order to evaluate the benefits of Flowell."

Raphaël Jolivet, Marketing & Design Manager, COLAS Flowell

This image is sole property of COLAS

READ FULL CASE STUDY →

Transoft Solutions had the opportunity to collaborate with COLAS to evaluate the safety of their active road marking system - Flowell. As a leading provider of innovative transportation engineering software, we were pleased to contribute our expertise and technology to this project.

With the help of our cutting-edge solution, TrafxSAFE, we were able to analyse human behavior at streets in an objective way. This allowed us to gain valuable insights into how Flowell impacts road user behaviour and overall road safety. With these insights, COLAS can now make informed decisions on optimizing their interactive road marking system for maximum safety and efficiency.

OUR VIEW FROM THE RECENT CONFERENCES

Transportation Research Board (TRB) 2024 Annual Meeting

In January, the Transoft team was at the TRB 103rd Annual Meeting in Washington, DC. Our team enjoyed connecting with transportation professionals at committee sessions, workshops, and our exhibition booth. We were pleased to continue our long-time support of this event as a Silver Patron.

UPCOMING WEBINARS

Before and After Studies using TrafxFLOW & TrafxSAFE

May 2 | 11 AM CEST | 10 AM BST

Get to know our products TrafxFLOW and TrafxSAFE better!
This webinar will demonstrate the main benefits of using TrafxFLOW or TrafxSAFE video analytics to measure the change in traffic volume, speed and road safety risk connected to any road design or reconstruction project.
Be sure to safe your spot and register now!

REGISTER NOW →

Bicycle swept Path & Safety Analysis (near collisions) using AutoTURN

June 3 | 11 AM CEST | 10 AM BST

At our upcoming webinar, we will dive into the crucial topic of creating safe roads for bicycles.
By joining us, you will have the opportunity to gain insights into the various bicycle libraries available in AutoTURN Pro. These libraries enable you to design paths that meet all the safety requirements of all bicycle models.
Additionally, we will provide practical demonstrations on conducting conflict analyses using AutoTURN. Through multiple examples, we will specifically focus on blind spot analysis and the functionality of sight distance.
Secure your spot now by registering with the link on the right!

REGISTER NOW →

CHECK OUT OUR

KNOWLEDGE CENTER

BLOGS | ARTICLES | NEWSLETTERS | BROCHURES | CASE STUDIES

IN CASE YOU MISSED IT...

11 Jan | Introduction to TrafxSAFE

In this introduction to TrafxSAFE™, we will showcase how proactive traffic safety management can assist transportation engineers and planners in promptly prioritizing high-risk areas, recognizing critical collision factors, and evaluating the effectiveness of preventive measures – all without relying on crash data.

By utilizing cutting-edge AI technology, TrafxSAFE has the capability to identify hazardous interactions among road users, thereby contributing to the resolution of today's road safety issues.

WATCH WEBINAR →

WATCH WEBINAR →

07 Feb | Launching TrafxSAFE Next – The Next Generation of Proactive Safety Analysis Introducing TrafxSAFE NEXT

Experience the revolutionary features of TrafxSAFE's latest addition - TrafxSAFE NEXT.

Uncover the extensive benefits provided by this groundbreaking release, which provides crash estimations that surpass the precision and level of detail found in traditional safety performance functions.

If you're interested, click to watch the comprehensive release webinar and gain access to all the relevant information .

13 Feb | Launching TrafxSAFE Next – Technical Session

TrafxSAFE Next is the next generation of proactive safety analysis, combining the familiarity and power of Safety Performance Functions with an unprecedented level of diagnostic detail and timely safety data from measured human factors. This system is an essential tool in the Safe System Approach to meet Vision Zero goals.

In this webinar, hosts, Dr. Paul St. Aubin, P.Eng., and Alireza Anarkooli, Ph.D., will review, both theoretically and empirically, why and how crash estimation using human factors is critical to the Safe Systems Approach. They will cover existing crash estimation approaches, and how they are augmented by incorporating measured human factors (such as near-miss data).

The presentation will also examine the results of validation studies that demonstrate not only improved crash estimation accuracy but also decreased calibration effort for the user, and new levels of microscopic crash estimation.

WATCH WEBINAR →

INTERTRAFFIC 2024

Amsterdam, NL | April 16-19, 2024

VISIT US AT STAND #03.330 →

Discover Cutting-Edge Traffic Solutions at Intertraffic – Visit Transoft at Stand 03.330

We are delighted to announce that Transoft Solutions will be participating in the upcoming Intertraffic event, set to take place at RAI Amsterdam, the Netherlands from 16th of April to 19th of April.

Intertraffic is known for bringing together key industry players and experts from various domains ranging from infrastructure planning to traffic safety and smart mobility. Visit to discover the latest trends for today's traffic challenges.

Transoft is proud to contribute to this dynamic environment by showcasing our diverse portfolio at our stand in the smart mobility sector. Our dedication to enhancing road safety and developing robust infrastructure solutions has positioned us as leaders in our field.

We look forward to meeting you at stand 03.330 and discussing how we can collaborate towards a safer, more efficient traffic ecosystem.

If you want to plan in a one-on-one meeting with our experts, please contact melanie.hofmann@transoftsolutions.com.

UPCOMING EVENTS

TRAFFEX 2024

CBS, Arena, Coventry, UK | May 22-23, 2024

VISIT US AT STAND #A20 →

Transoft Solutions is back at Traffex 2024!

Join us at the premier road and highway tradeshow in the UK, taking place from May 22nd to May 23rd at the CBS Arena in Longford, Coventry. This event brings together industry leaders and professionals for two days of networking, showcasing innovative solutions, and discussing pressing road safety concerns.

We invite you to attend our presentation on May 23rd at 12:15pm in the Safety and Sustainability Theatre. Our experts, Alan Mason and Kevin Skillings, will delve into the topic of "Increasing Road Safety through Effective Traffic Control" during this informative 20-minute talk. They will highlight key aspects such as using AI technology for problem identification, utilizing robust collision and casualty analysis for effective decision-making, employing simulation and visualization tools for confident design, as well as incorporating traffic control software for proactive assessment using immediate and long-term solutions.

If you prefer a more personalized discussion about our solutions, we welcome you to visit us at stand A20. Our experts will be available to provide detailed information about our leading road planning software KeyLINES, KeySIGN, AutoTURN, and our road safety products KeyACCIDENT and TrafxSAFE.

We looking forward to meeting you at Traffex 2024!

STAY UPDATED

FOLLOW US ON LINKEDIN →

QUESTIONS?

David Homola
*Business Development Manager,
Transportation Safety*

**CONNECT ON
LINKEDIN**

Mr. Homola holds degrees in Transportation and Engineering Management. He has over 10 years of experience in business development and software product management. He has previously been involved in lecturing at universities, advisory for engineering services, plus various other international projects. Currently he is responsible for business development for transportation safety.

Please find our entire product range with further information on our **website**.

Follow us on our social media channels and keep an eye out for our next newsletter.

in ▶ 𝕏 f

Subscribe to our Newsletter

SIGN UP HERE →

Regional Offices

Europe, Middle East & Africa
infoeu@transoftsolutions.com
+31 10 258 78 78

Americas
info@transoftsolutions.com
+1 604.244.8387

Asia Pacific
infoapac@transoftsolutions.com
+61 2 8067 8414

TRANSOFT SOLUTIONS