



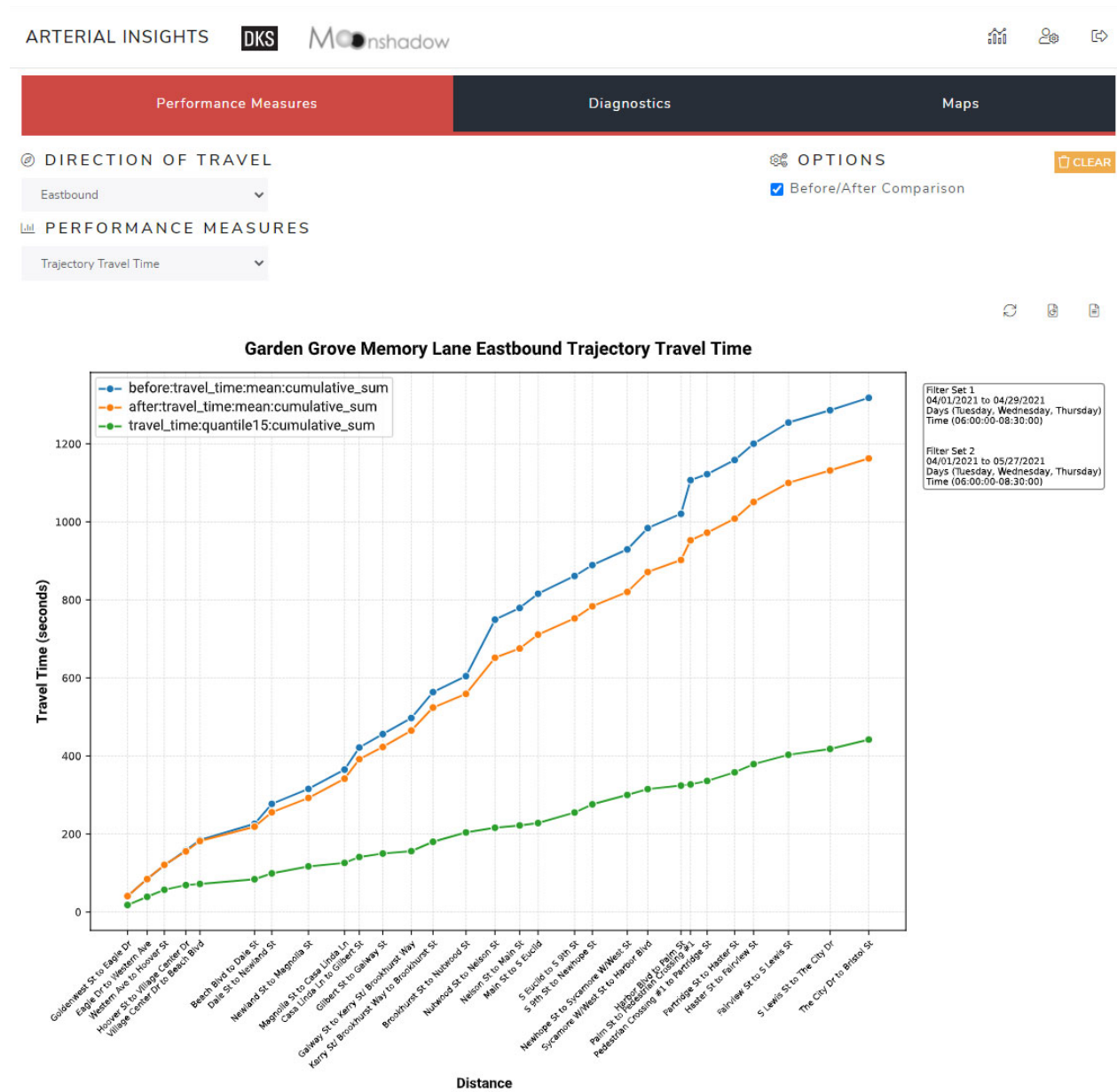
Moonshadow Mobile and DKS Associates announce
Arterial Insights: An online tool that measures the
performance of traffic corridors and signalized
intersections

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FOR IMMEDIATE RELEASE

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PORTLAND, Ore. – Moonshadow Mobile and DKS Associates have jointly developed Arterial Insights, an online corridor performance analysis tool for traffic engineers and signal timers. Arterial Insights uses connected vehicle data from tens of millions of vehicles allowing signal timers and transportation engineers to have access to detailed corridor performance metrics without having to install a single device or conduct a single survey.



Travel Time Comparison between April and May 2021 for Garden Grove Memory Lane, Orange County, CA

Arterial Insights allows signal times and transportation engineers the ability to evaluate their signalized corridor performance, intersection function, and how traffic patterns change from morning peak, evening peak, and weekend usage

Over the past century, transportation engineers have been challenged to create and measure the performance of signal timing plans for single intersections and coordinated corridors. Cities and counties have been equipping intersections and corridors with hardware to measure the flow, travel times, speeds, and delays. Installing and maintaining hardware is expensive and only provides information for the exact locations where the hardware is installed. Arterial Insights generates corridor performance measurements for any part of the road network and for any

period of time. This technology allows engineers to look at months of historic data and compare different time periods to measure the effect of new timing plans.

“As road operators, we don’t have time to analyze data. We do have time to answer questions. We need to know when something doesn’t look right so we can do something to make it better,” said Mark Rodgers, Senior Traffic Signal Technologist at Clark County Public Works in Washington state.

This tool can be accessed from a web browser and is available in the U.S., Canada, and most countries in Europe. Further information highlighting Arterial Insights can be found here: <http://db4iot.com/arterial-insights>.

About Moonshadow

Moonshadow Mobile, Inc., headquartered in Eugene, Oregon, has developed a database engine specifically for data from connected vehicles and mobile apps. DB4IoT, the DataBase for (4) the Internet Of Things, can process, analyze and visualize connected vehicle data 10-100 times faster than traditional database technologies. Moonshadow helps government agencies and consultants derive actionable insights from billions of connected vehicle records while reducing their cloud costs by using DB4IoT. Moonshadow has received 12 patents on the technology. For more information about Moonshadow visit moonshadowmobile.com.

About DKS Associates

DKS leads the way in employing transportation technology to better manage multimodal transportation corridors and provide real-time travel conditions to help travelers make informed choices. DKS plans, designs, and implements smart transportation technology to optimize transportation network efficiency. Helping incorporate connected and autonomous vehicle technologies into broader regional transportation and smart city plans, DKS works with clients to incorporate connected vehicles and smart cities concepts into more traditional planning efforts. Visit dksassociates.com for more information.

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