Traffic optimization technologies through changes in human behavior

Future world with traffic optimization technologies by NTT DoCoMo

Abstract
We are researching and developing the elimination of traffic jams and congestion by applying three fundamental technologies, i.e., prediction of people flow, strategic-countermeasure simulation, and human-behavioral economics. In this showcase, you can experience the stabilizing of traffic demand through visualization of diorama changing interactively.

Features
- Prediction of future people flow on the basis of population transition acquired from mobile telecom networks.
- Real-time decision and design regarding impact on human behavior on the basis of where, who, and how.

Application Scenarios
- Cases of impact of traffic congestion on partial transportation or in a specific time range.
- Cases for commercial facilities positioning for "congestion avoidance" and "sales increase".

Roadmaps
- We are researching and developing the extension of application scenarios by using advanced technological platforms by not only adopting our data resources but by cooperating with collaborative business partners.

Exhibitors
NTT DOCOMO, INC.

Contact: onoey@nttdocomo.com

NTT R&D FORUM – Road to IOWN 2021

© 2021 NTT DOCOMO, INC., All Rights Reserved.