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Citilabs Leverages Location Data to Create Nationwide Platform of Total Population Movement

Citilabs' Streetlytics provides complete hour-by-hour origin-destination and road volume analytics for the entire United States

SACRAMENTO, CA. (PRWEB) November 13, 2017 - Leading mobility analytics solution provider Citilabs, harnessing smart phone and connected car location data, today launched the first-of-its-kind nationwide population movement analytics solution. The Citilabs' Streetlytics platform leverages information from billions of data points to measure and paint the most complete picture of the moving population providing hour-by-hour origin-destination movements, all streets directional road volumes, and traveler demographics based on derived home locations.

Industries as far ranging as advertising, insurance, real estate, retail, investment and new mobility solutions are already leveraging the power of Streetlytics. Citilabs' goal is to provide complete knowledge of movement - not just the speed on the roads, but where people go to work, to school, to shop, or for recreation. Streetlytics provides insights into when, where, why, and how people travel. Identifying and understanding the trip patterns in our cities in terms of their origins and destinations and the flow of people and vehicles on roads, sidewalks and through mass transit systems is the strength of Streetlytics.

"Citilabs is proud to release the first nationwide population movement analytics platform," said CEO Michael Clarke. "Streetlytics provides a comprehensive understanding of population movement both from place to place and on, and within, our transportation systems. It is key to designing and optimizing the transportation solutions of tomorrow."

A major application of Streetlytics is to provide the data to support a new enhanced audience location measurement system under development by Geopath, the not-for profit whose mission is to provide audience measurement to the out of home advertising industry. Geopath President Kym Frank said, "We are truly excited about our partnership with Citilabs and for the unprecedented level of granularity this new dataset will bring to the OOH industry. The ability to have a 360-degree picture of audience movement across the entire country will be game changing for the industry and we can't wait to bring these amazing insights to our members."

ABOUT CITILABS
At Citilabs, we build robust solutions that empower meaningful change for the betterment of communities and organizations by understanding the movement of people, goods and vehicles. Citilabs' solutions allow users to measure, manage and predict how people move and goods flow, advising the transportation, advertising, insurance, real estate, retail, mobility services and automotive industries. Headquartered in Sacramento, with offices in Atlanta, Tallahassee, Abu Dhabi, Milan, and Singapore,

Citilabs has a 40-year history as a global industry leader and supports more than 2,500 clients in more than 70 countries. For more information, visit www.citilabs.com.

Streetlytics a product of Citilabs.

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