

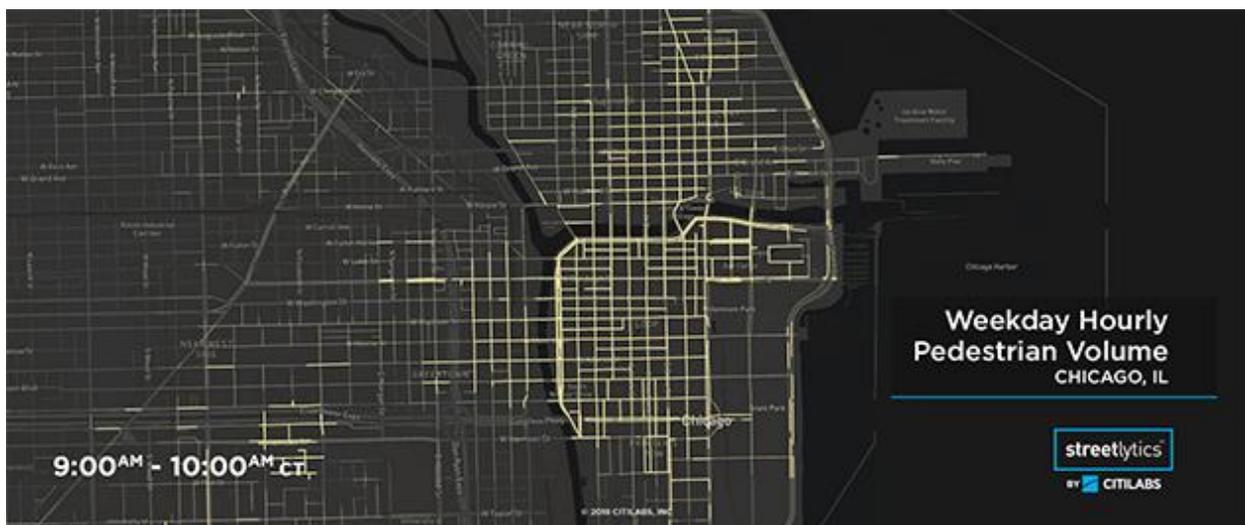


## Citilabs Leverages Location Data to Create First-Ever Nationwide Analytics Platform with Pedestrian Movements

Citilabs' Streetlytics provides complete hour-by-hour pedestrian volume analytics for the entire United States

SACRAMENTO, CA. (PRWEB) May 1, 2018 - Leading mobility analytics solution provider Citilabs, harnessing smart phone and mobile app data, today announced that its revolutionary population movement analytics platform, Streetlytics, now includes the first-of-its-kind pedestrian analytics dataset. 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 for vehicles and pedestrians, and traveler demographics based on derived home locations. Visit [Citilabs.com](http://Citilabs.com) to [learn how it works](#).

With more people moving to cities, planners are increasingly challenged to develop city designs that consider people traveling by not only vehicles, but also walking and biking. They can only manage what they can measure, and though smart tracking devices are becoming more prevalent, they can't be everywhere. Additionally, out of home advertisers can understand who sees billboards and street furniture, retailers can understand who is walking in front of their stores, real estate professionals can understand where to develop, and autonomous vehicles can be better prepared for pedestrian traffic.



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.

“Streetlytics provides a comprehensive understanding of population movement – and that understanding now includes pedestrians.” said Citilabs CEO Michael Clarke. “We are excited to make this new data available for the first time to our clients and partners. It will be key to designing and optimizing the transportation solutions and cities of tomorrow.”

#### 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](http://www.citilabs.com).

Streetlytics a product of Citilabs.

Citilabs Media Contact:

Chris Moe

[cmoe@citilabs.com](mailto:cmoe@citilabs.com)

404-394-6158