The Macq M³ platform

Quality of Life & Health

100% Proven Technology

Smart Mobility

Safety

Protection

Easy to implement

Automated operations 24/7 - 365 days per year

The M³ platform
(pronounce 'M cube')
is a software application suite that brings the ultimate innovative power to your ANPR camera system.

Recently, many of the most innovative cities already deployed measures to improve both the **PROTECTION** and **QUALITY OF LIFE** of their citizens, by improving their **SAFETY**, **MOBILITY** and **HEALTH** and therefore the general urban living **ATMOSPHERE** in the heart of their communities and city centers.

With that aim, an ever-increasing number of fixed or mobile **ANPR cameras** systems (**A**utomated **N**umber **P**late **R**ecognition) are being deployed. The use of high performance cameras is an important part of the solution, but it is even more important to also have a suitable processing platform, capable of taking advantage of this huge collection of data and transforming it into useful information for end users.
That is why Macq developed the M³ platform, an innovative concept for managing large ANPR databases.

The **M³ platform** is designed to offer high added-value ANPR services through a set of specially developed software application modules (apps), organized around three axes: **MOBILITY**, **SECURITY** and **PROTECTION**. Each axis groups together all the modules and associated services.

What does Macq have to offer you?

As for all our demanding clients, we offer you a 100% fully integrated and automated solution. Highly reliable, low maintenance technology, proven 'in the field'. Everything will be fully tailored to your specific needs, completely designed in-house and 100% compliant with all European standards and regulations.

mobility   security   protection

Endless flexibility, tailored towards the most demanding professionals

In addition to an **open, flexible architecture** and its unique combination of features and tools, the M³ platform has been specifically designed and to deliver a **customized answer to each group of end users** via a **fully modular and adaptable functionality**. It was tailored for local communities, regional or national authorities, law enforcement, customs, road or motorway operators, parking supervisors and even companies specialized in traffic analysis. We listen very carefully to our clients!

A specific developed **M³ TOOLBOX** provides a set of functionalities common to the different application modules or can add additional functionalities to a specific application.

The **M³ SYSTEM** environment then regroups all the functions for easy monitoring and control of the platform by the end users.

Finally, the M³ platform offers a great flexibility for interfacing with third party systems through a wide range of **Web Services**, obviously through the use of standardized and documented methods to minimize development efforts and thus reduce associated costs.

Mobility

Quality urban mobility is a key criterion for the success of all other sectors of activity. It not only contributes to the creation of new jobs and businesses, but also contributes greatly to the creation of an attractive environment and atmosphere for the inhabitants.

One of the biggest challenges that large cities (and increasingly small urban centers) face today is the very great variability over time of the demands in terms of mobility (day/night, commuters, public transportation, etc.). **This requires the active management and real time distribution of resources, infrastructure and reliable information to travelers.**
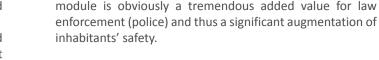
The M³ platform is perfectly equipped for:
- **Counting and Classifying vehicles** (heavy duty traffic, trucks and busses versus cars, motorcycles,…)
- **Measuring transition times** of vehicles
- Measuring the **flow density** on certain road trajectories
- Creating an '**origin-destination**' matrix of all vehicles in a designated area
- Detecting **traffic jam formation**
- Organizing (access) **flow control** and **ramp metering**
- **Dynamic crossroad traffic regulation**
- Organizing and control of dedicated '**Rapid Transit Lanes**' for public transportation, busses, taxis, …
- **Controlling Low Emission Zones, Restricted traffic zones, authorized vehicle access** (white lists)
- Organizing **parking guidance** and '**Smart Parking**'
- And many more (applications at your specific request)

Protection

The M³ platform is perfectly equipped for:
- **Measurement of the height of vehicles** (protection of bridges and tunnel infrastructure)
- Measurement of **overloaded vehicles**
- Detection of **Hazardous Goods Transports** (ADR)

Security

Being able to automatically capture and register all vehicles that enter or exit a designated area 24/7 and 365 days a year, combined with an easy accessible database search module is obviously a tremendous added value for law enforcement (police) and thus a significant augmentation of inhabitants' safety.

The M³ platform is perfectly equipped for:
- **Access monitoring and registration**
- **Automated 'Black List' alerts** (suspected vehicles)
- **Complex police investigations** (certain vehicles, time frames, areas, …)
- **Trajectory control** (average speed measurements)
- Measurements of **inter vehicle distances**
- And many more (applications at your specific request)

Why Macq ?

Macq is the uncontested authority in fully automated & integrated ANPR camera solutions for (urban) access control and area supervision. Our innovative cameras and smart software systems are successfully used by some of the most demanding clients worldwide (governments, law enforcement, nuclear plants, etc). We empower our clients to drastically improve the **safety** and **mobility** on their territory and therefore improve the **Quality of Life** of their inhabitants and visitors, with reliable discretion and respect for their **Privacy**. Our 100% automated systems are for instance already installed in 70+ police zones and are operated with extreme high reliability (100% proven technology 'in the field').

Macq uses its own fully integrated smart technology (cameras, imaging software and central data management). Everything is in-house developed by our engineers, with special care for **easy automated operation** and **extreme low maintenance**. All our solutions are certified to the latest European standards and regulations.

The M³ platform perfectly embodies our innovative "Smart City" concept. That is why Macq should be your preferred partner to optimize the Quality of Life of your citizens. Our mission is to help those who want to lead their city into the smart mobility of the future.

All technical details

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