

# How does Vienna rank the highest for quality of living eight years in a row?

Discover how **PTV Optima**  
realises your city's full potential.

## Manage traffic in real-time

Vienna's citizens benefit from a high quality of life. They spend less time stuck in traffic or searching for a less congested route to reach their destination. The city makes the best use of its road network with the real-time traffic management software PTV Optima.

The model-based solution offers detailed forecasts for the entire traffic system for the next 60 minutes. It also predicts the effects of different traffic management measures helping operators to always take the right strategic action at the right time.

**50%**

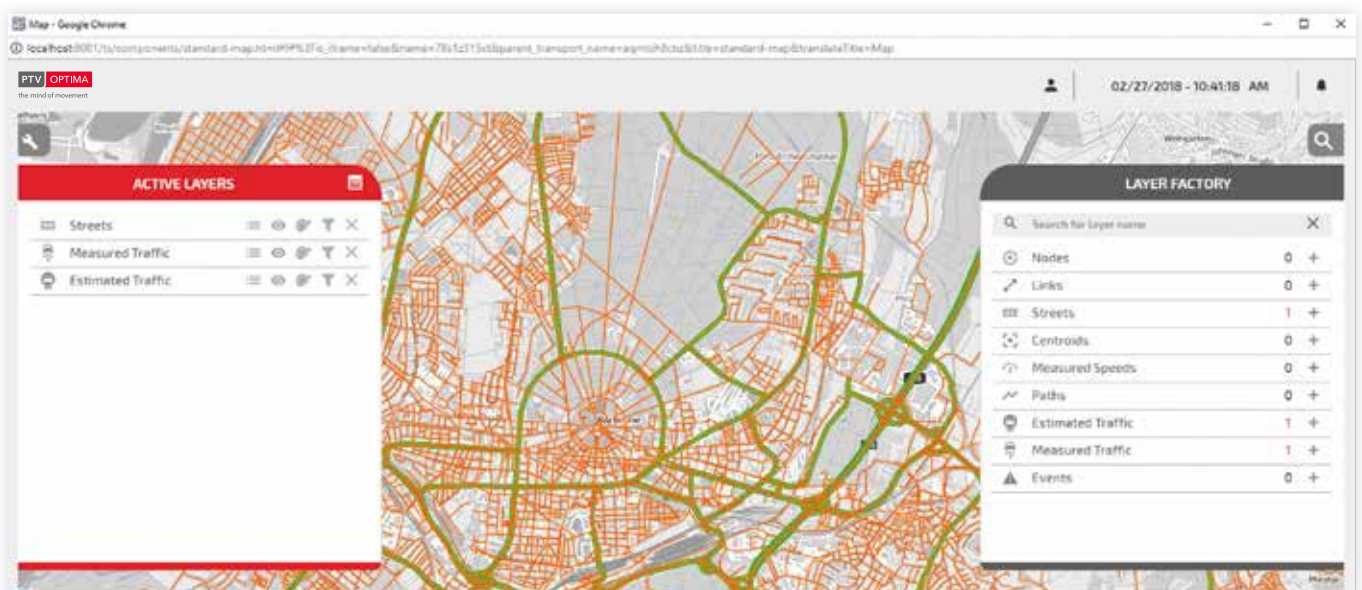
saving of  
travel time

**60%**

reduction of  
particle matters

**15%**

reduction of  
CO<sub>2</sub> emissions



Real-time scenario evaluation to create different traffic management strategies

# PTV Optima enables traffic management teams to keep in full control of a city's network.



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## Use cases

### **Reliable information about the current traffic state**

PTV Optima produces a detailed picture of the current traffic condition by collecting, validating and combining traffic data from various sources, including detector information, FCD, ANPR, and accident and construction site information.

### **Real-time traffic forecasts**

By combining real-time data with a model-based simulation approach, PTV Optima delivers traffic forecasts for a time period of up to 60 minutes. This allows the simulation of future traffic conditions and the effects of various combinations of traffic management measures.

### **Decision-making process**

PTV Optima calculates several combinations of strategies simultaneously. To execute the best strategy to maximise the traffic management goals, PTV Optima offers the possibility to assess in real time the possible set of counter actions.

### **Straightforward and user-friendly interface**

PTV Optima has been developed and designed with the user in mind featuring a straight forward interface. This helps traffic management centres to quickly develop scenarios and turn them into effective operative actions.

# Benefits

## Real-time traffic forecasts

Monitor your entire network despite a limited amount of data and receive detailed forecasts for a period of up to 60 minutes – even for unforeseeable situations.

## Reliable traffic management decision support

To evaluate which action is the best and should be executed for a current, upcoming or specific event, PTV Optima offers KPI based scenario evaluation.

## Easy integration into existing traffic management solution

PTV Optima can be connected to your traffic computers. Supported industry interfaces and customer friendly APIs allow seamless and flexible integration.

# About PTV Group

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management.

Thus cities, companies and people save time and money, enhance road safety and minimize the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.





## PTV Optima at a glance

- Bundling different data sources for a detailed picture of the current traffic state
- Traffic estimations for the entire network including non-monitored roads
- Traffic forecasts based on real-time and dynamic model data
- Traffic management decision support by evaluating different scenarios and their effects

By deploying PTV Optima cities minimise congestion and increase the quality of life for their citizens.

For more success stories go to: [ptv.to/optima](https://ptv.to/optima)

An aerial night photograph of a city, showing a dense urban landscape with numerous buildings and streets illuminated by city lights. A prominent feature is a multi-lane highway or expressway that runs diagonally across the frame, characterized by long, bright orange and red light trails from moving vehicles, indicating heavy traffic. The text 'What if you could eliminate traffic jams before they arise?' is overlaid in white on the left side of the image.

What if you could  
eliminate traffic jams  
before they arise?

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