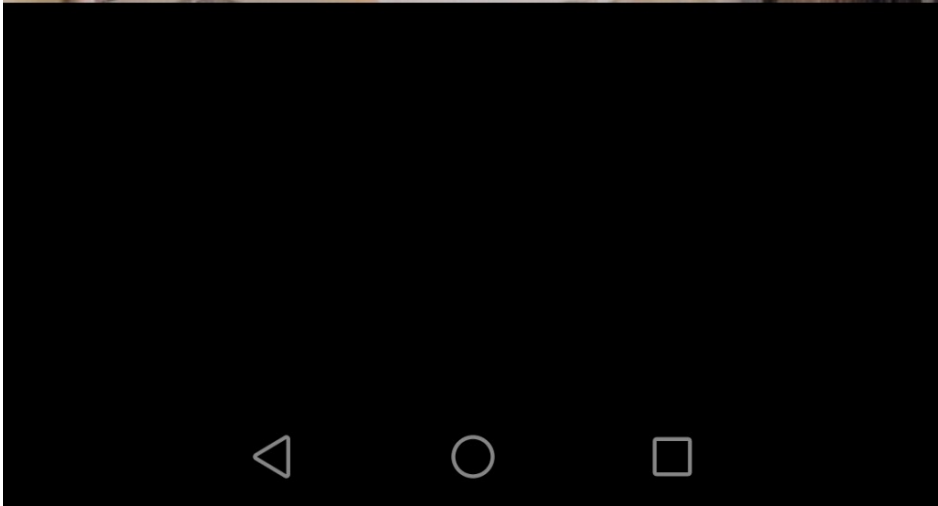


Interview with Ammar Bin Rasheed, CEO of ILYAS traffic technologies on: “Traffic congestion and smart cities.”



United Arab Emirates, Dubai, Feb 7, 2021 ([IssueWire.com](https://www.issuewire.com)) - Interview with Ammar Bin Rasheed, CEO of ILYAS traffic technologies on: "Traffic congestion and smart cities."

Traffic congestion is a plague which affects all major cities around the world, and the situation is expected to become even direr as further urbanization and population growth contribute to the problem.

A number of companies are emerging to tackle the issue, developing tools to help cities monitor and optimize the flow of vehicles in urban areas.

ILYAS is a comprehensive and highly effective 5G traffic detection system that is part of a larger traffic engineering trend which aims to solve the problem traffic congestion.

While many of you have either experienced traffic congestion firsthand or have seen evidence of the problem, has it ever occurred to you that there is a massive, indirect, cost to businesses and individuals in addition to the frustration and inconvenience it causes. In the United States alone, individual drivers lost a combined \$88 billion due to tailbacks in 2020 with the average cost for each of them coming to \$1,377. New York had the highest economic losses out of any major U.S. city with congesting costing it \$11 billion last year. Los Angeles lost \$8.2 billion while Chicago suffered the third-worst impact at \$7.6 billion.

Unsurprisingly, when other indicators such as pollution, accidents, and failing health directly connected to poor air quality are factored in, the full economic impact of congestion can easily double.

In Dubai, working professionals working in Dubai spend 105 minutes a day commuting to and from work, and 12% of their unproductive, and therefore costly working time is spent in traffic jams.

ILYAS IS a Traffic management company which has already begun looking beyond simple car counting and using that data to manage traffic flows, and intends to become the 'go to' traffic management system for what, today, is referred to as 'smart cities'.

ILYAS is currently developing software to create mapping and navigation services, while constantly collecting traffic data.

The company is gradually introducing several new technologies which are being combined into one system:

Connected traffic lights receive data from sensors and cars, adjusting light cadence and timing to respond to real-time traffic, so reducing road congestion.

Connected cars will be able to communicate with parking meters and electric vehicle (EV) charging docks and be directed to the nearest available meter or dock.

THE 5G System provides accurate and live detailed data that is capable of providing more valuable data than current methods obtain.

ILYAS has the potential to reduce government expenses for traffic management by at least 40%, whilst enabling commuters to become more productive – the whole ILYAS system is remarkably cost-efficient – while helping to increase levels of safety on the roads and reducing pollution.

ILYAS' CEO Ammar Bin Rasheed: "Accurate and detailed real-time traffic data will assist officials in determining transportation project needs, increase safety, and help to minimize pollution."

Companies can monitor and track their vehicles through real-time GPS business vehicle tracking, and the system will include additional time-saving features to pay for gas, salik and parking fees all from the same account, and receive free weekly financial reports.

ILYAS will be using its own infrastructure for the project, beginning with the launch of Najm and Falcon, two nanosatellites, in 2023, for urban management and smart city projects.

According to Ammar Bin Rasheed: "Urbanization is a non-ending phenomenon. Smart cities aren't just a concept or a dream of the future."

Thanks to the remarkably innovative Internet of Things (IoT) solutions, many smart cities are already being created.

Municipal governments are leveraging cellular and Low Power Wide Area Network (LPWAN) wireless technologies to connect and improve infrastructure, efficiency, convenience, and quality of life for residents and visitors alike.

One hundred and ninety-three countries agreed on the agenda for Sustainable Development Goals (SDGs), in September 2015 at the United Nations, but we all know how centralized decisions and actions can take time, and the clock is ticking.

However, there is good news ahead.

City residents and local authorities are now more agile to launch swift initiatives, and smart city technology is paramount to success in meeting these development goals.

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