

# SONOBEACON

PRESS RELEASE

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## Digital passenger counting expanded to entire HEAG mobile fleet

*Joint press release by SonoBeacon and HEAG mobilo*

DARMSTADT/DISTRICT DARMSTADT-DIEBURG (kek) – HEAG mobilo is taking further steps towards data-driven analysis of passenger behavior: All buses and trams will be equipped with the passenger counting system from SonoBeacon. After a pilot phase in 2023, during which the hardware was installed in 27 buses, the passenger counting will now be expanded to the entire fleet.

During the test phase, sufficient data was collected to achieve a data accuracy of over 80 percent. For the first time, HEAG mobilo will have reliable information about passenger behavior. "From the mobiSmart project we are learning a lot about which routes and transfers are in demand at which times. By expanding it to all vehicles, we are increasing the data base, enabling us to better tailor public transportation services to passengers' needs in the future," says Johannes Gregor, Managing Director of HEAG mobilo.

"With the help of machine learning models, we were able to increase the accuracy of our SonoEdges to over 80 percent. Our team is excited to see the technology deployed across the entire fleet and to make public transport in Darmstadt even smarter with AI-supported tools," explains Liesa Stange, Data Scientist at SonoBeacon GmbH.

All buses and trams will now be gradually equipped with the hardware, excluding the trams of the ST12 series.

The digitization project is funded with a sum of EUR 194,726 from the "Sofortprogramm Saubere Luft" of the Federal Ministry for Digital and Transport.

Further information about the project can be found at [heagmobilo.de/fahrgastzaehlung](https://heagmobilo.de/fahrgastzaehlung).

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## About the technology in the mobiSmart project

The passenger counting system used in the digitization project mobiSmart captures the number of mobile devices via WLAN using specialized hardware called SonoEdges. These data are anonymized and forwarded to a software for analysis. The platform processes millions of data sets daily, enabling the visualization of route-specific occupancy. This allows long-term, informed decisions to optimize public transport services.

## About the supplier SonoBeacon

SonoBeacon GmbH, based in Wismar, develops and provides innovative technologies for capturing and analyzing human motion data. Its goal is to support companies in increasing efficiency and optimizing their business processes through tailored solutions.

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