

WiData 



Company Description

WiData creates IoT infrastructures capable of detecting information on citizens' mobility, through wireless technology, totally anonymously. WiData is a company that deals with IoT in Smart Cities, its flagship product is called People Mobility Analytics (PMA) which is a digital system for the collection, analysis and visualization of data that offers an overview of the movement and number of people in different contexts.

It allows monitoring the flow of people within the coverage perimeter of specific sensors, capturing the radio fingerprint of people's devices equipped with WiFi interfaces such as smartphones and smartwatches. After the raw data has been collected, they are analyzed with information extraction algorithms and various metrics are made available to the user via a web interface.

Company profile

WiData was founded in 2020 by people who have gained significant experience in the field of academic research in the IoT and Smart Cities sector, in Embedded development companies and ICT services for mobility. WiData is a company able to provide its customers with technologies and skills that allow them to maximize business opportunities.

The company aims to help companies and public administrations to orient themselves in the world of the 4th industrial revolution, so as to be able to create value through data products in the environment in which they operate.

In essence, it aims to be a catalyst for digital transformation in the sectors of Mobility and Transport, environmental monitoring, and services to citizenship in general. The previous objectives lead to the more general vision of improving the quality of life of citizens. In fact, nowadays it is common knowledge that data and their analysis creates new opportunities for public administrations, for companies and for all citizens.

Furthermore, WiData as a data analysis company offers the support you need with innovative solutions with high technological value, simplifies complex processes, and creates new business models. In practice, all the projects made by the company adopt a data-driven approach. It starts with the identification of the problem, carrying out an accurate study of the application domain and all the indicators of interest.

The second phase is that of data collection, almost always from heterogeneous sources but the main component is increasingly that coming from Internet of Things technological solutions to ensure the best reading of the reference scenario. Third and last phase is the most important and consists in data processing, cloud and distributed computing solutions are put in place to extrapolate the best information content from raw data in the shortest possible time.

Vision, mission, and data-driven approach translate into the company's core business: the development, testing and prototyping of innovative IoT sensors for the detection of mobility and density of crowds, as well as artificial intelligence and data analysis algorithms that allow to interpret the data collected and improve their accuracy. The commitment in this direction has allowed us to develop the product of greatest interest to customers, www.widata.cloud/pma

Company know-how

WiData is formed by people who have gained decades of experience in the field of IoT, Cloud computing and Data Science. Based on these experiences, WiData can provide specialized solutions on everything related to data analysis, providing specific reports based on customer data, creating interactive dashboards or analytical text files.

WiData works on the technological chain shown in the figure, it starts with sensors and goes up to the knowledge creation through artificial intelligence and Machine Learning.



WiData technological chain

WiData's domain expertise is in the field of urban mobility and local public transport, public administration and outdoor advertising. On all these domains we can offer information regarding how people frequent the monitored areas (e.g. beaches, squares, fairs or buses). If the data were not available to customers, WiData is able to generate the data through specific sensors developed by the company.

In the case of public transport companies, the data from the sensors can be integrated with the GTFS (General Transit Feed Specification) data to obtain accurate information on the movements of passengers in relation to bus stops.

All the solutions developed by WiData are done in compliance with the privacy legislation in the General Data Protection Regulation (GDPR).