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Advanced traffic data solutions for the Professional Traffic Engineer.

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Spectrum Traffic Data Inc. is a company co-founded in September 2012 by Robert McBride and Peter Ilias – both professional transportation engineers with years of experience consulting in private practice. The company is entirely focused on its mission to provide premium-quality street traffic data collection and distribution services in southern Ontario.

The aim of the company is to offer a standard of practice of traffic data collection that equates to the best practices world-wide. Accordingly, Spectrum has opted to employ the Miovision Technologies computer-based video analytics solution because of its cost-effectiveness and the verifiably-accurate traffic data it reliably generates. Spectrum has been selected by Miovision to serve as its exclusive southern Ontario partner for the Traffic Data On-Demand program.

Operational safety is always Spectrum's first priority. Our supervisors are MTO Book 7 trained and certified. Our vehicles are fully equipped. Our well-trained personnel always utilize appropriate safety equipment and follow documented procedures.

Understanding the demanding standards of professional transportation engineers, Spectrum strives to deliver a high level of customer satisfaction. We use a comprehensive web-based operations portal for field and office enabling us to maintain process control and quality assurance. Final summarized traffic data is produced in a variety of digital or report ready print formats according to the customer’s specification and the original video can be stored for future reference either on-line or on a disk.

To learn how Spectrum can help your organization achieve its objectives, call us directly at 1-888-670-DATA or visit us online at http://www.spectrumtraffic.com.