

Citilabs Partners with AirSage to Launch Traffic Insights Solution

Using Streetlytics, businesses will better understand target audiences, make more informed decisions, optimize marketing, and grow revenue.

SAN FRANCISCO, CALIFORNIA, UNITED STATES, January 12, 2016 /EINPresswire.com/ -- Citilabs and AirSage today announced a partnership combining Citilabs' transportation analytics with AirSage's location data derived from more than 100,000,000 cellular and GPS devices to launch a product called Streetlytics. The [traffic insights](#) derived from Streetlytics allow businesses, regardless of industry, to better understand target audiences, make more informed decisions, optimize marketing, and grow revenue.

Streetlytics offers private and public sectors the opportunity to benefit from petabytes of location data and decades of analytics software development to

push forward their lines of business into the age of location information. This is invaluable information for state, regional and local governments; insurance companies; real estate firms; banking and financial institutions; and advertising agencies of all sizes. For these industries, accurate data is often impossible to find, and the cost is typically difficult to justify.



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Michael Clarke, President and CEO, Citilabs

For any road segment in the country, Streetlytics provides deep insights into traffic volumes, origin and destinations, speeds and driver demographics for any road segment or location in the United States.

AirSage and Citilabs have been operating in the population movement analytics for a combined history of more than 30 years. Citilabs has developed a core competency of helping transportation agencies measure and understand travel through cities, states and regions for the better part of 15 years. AirSage has been perfecting the art and science of

converting big data mined from telecom carriers into population analytics just as long.



AirSage and Citilabs launch Streetlytics

“These two companies have come together to bring a product to the marketplace that now leverages both AirSage’s massive insights with the Citilabs intelligent network analytics engine,” said Michael Clarke, Citilabs’ president and CEO. “It’s exciting to partner with AirSage to offer this superior traffic insights solution that is extremely accurate, affordable and available in a variety of formats depending on business need.”

“For years AirSage has provided a valuable origin destination product suited for a variety of applications,” said AirSage’s Director of Business Development, Ryan Kinskey. “The Streetlytics product not only adds value to the existing product suite but it also operationalizes the data in a way that makes the insights much more accessible for all industries AirSage provides solutions today.”

Learn more at www.streetlytics.com

ABOUT AIRSAGE

AirSage®, a world leader in analyzing wireless signaling data, has teamed up with major nationwide wireless carriers to turn integrated cellular activity into meaningful local, regional and national data. The most accurate and up-to-the-minute population and location patterns, with robust historical data, means that when you need to reach people, help them or build for them, you have a map to follow.

For more information, visit <http://www.airsage.com>.

ABOUT CITILABS

Citilabs engineers software, analyzes data and provides professional services to understand, model, and predict the movement of people and goods. Our products and services provide the backbone of operational and predictive transportation systems in more than 2,500 locations in the world. These systems are used by governments to operate and plan their multimodal transportation systems, by private enterprise to locate and optimize their businesses, and by universities to design and test innovative transportation solutions.

Our mission is to solve the complex mobility challenges the world faces through the development of advanced software, data analytics and the provisions of professional services.

For more information, visit www.citilabs.com.

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