

Enhancing Mobility and Security with Data Solutions

Larissa, Greece

The Customer

The Municipality of Larissa is a local government entity responsible for governing the city of Larissa, which is the capital and largest city of the Larissa regional unit in Thessaly, Greece. Larissa is known for its agricultural activities, producing a variety of agricultural products such as cotton, wheat, and tobacco. The region also has a diverse industrial base, contributing significantly to the local economy. The city's historical and cultural attractions, such as the ancient theater of Larissa and the Larissa Archaeological Museum, also draw tourists to the area.

The Challenge

Like many urban areas, Larissa faced challenges related to urbanization, traffic management, and environmental concerns. To address these challenges, the Municipality has been exploring solutions and other initiatives aimed at improving the overall quality of life for its citizens.

The City of Larissa boasts the largest network of a single pedestrian center in Greece. However, controlling vehicle access to this extensive pedestrian zone posed a considerable challenge for the Municipality. The existing infrastructure lacked an efficient system to differentiate between authorized and unauthorized vehicles, leading to traffic congestion and safety concerns for pedestrians.

How Quantela Helped

To address Larissa's unique access control challenges, Quantela offered an open, cloud-based data platform. The platform's flexibility allowed it to integrate various smart city solutions, including the control and operation center, smart cameras, submersible bollards, smart parking, and more. This comprehensive approach aimed to enhance the operational readiness and productivity of Larissa's urban infrastructure.

Quantela integrated iOmniscient's Automatic License Plate Recognition (ALPR) technology with the platform. A network of 86 cameras was deployed strategically to detect vehicle entries and compare license plates with the whitelist database. When authorized vehicles were identified, the platform sent an alert to the bollard control application, triggering the opening of access gates and ensuring seamless mobility.

OTE Group, in partnership with Quantela, has successfully implemented one of the most innovative Smart Mobility projects in Greece, in the city of Larissa. The project scope is The Automated Management of the Pedestrian Zone in the center of the city that contributes to digital transformation, easier mobility, and safety of everyday life.

OTE SA, Member of Deutsche Telecom Group

Larissa is one of the oldest cities in Europe with a history of **8,000** years

It is the fifth-most populous city in Greece with a population of **148,562**

The First Ancient Theater of Larissa is a symbol of Democracy reminding the citizens of the importance of the active protection of its basic principles



86 cameras

installed to detect the entry of "authorized" vehicles

Reports indicating how many vehicles were "manually" allowed to pass through the bollards versus whitelist vehicles that passed without manual intervention

Outcomes Delivered

Through the successful implementation of Quantela's data platform, Larissa's Municipality achieved substantial improvements in mobility, security, and overall urban livability.

- **70% Reduction in Traffic:** The efficient management of vehicle access led to a significant reduction in traffic within the pedestrianized city center, alleviating congestion and improving pedestrian safety.
- **Increased Security:** The platform displayed Automatic License Plate Recognition (LPR) alerts on a centralized dashboard, allowing authorities to promptly identify and respond to any unauthorized vehicle entry attempts. The integration of smart cameras and ALPR technology enhanced security measures, reducing the risk of unauthorized vehicles entering restricted areas.
- **Data-Driven Mobility Policies:** Quantela's data platform provided real-time data on vehicle movements, empowering the Municipality to make data-driven decisions for mobility policies and infrastructure enhancements.
- **Improved Air Quality:** With reduced traffic in the pedestrianized area, air quality saw notable improvements, contributing to a healthier and more sustainable urban environment.

Deployment Images



Dashboard Screenshots

