Zentra
Orange traffic

A **Solution as a Service** for Smarter Work Zones

Optimize mobility and keep roadworks moving with real-time data and field expertise

Managing mobility during major roadworks is complex, high-risk, and often lacks real-time visibility. Zentra™ was developed to address this challenge by combining real-time traffic data with field-proven deployment and operational expertise. By providing continuous visibility and actionable insights, it enables better decisions, reduces congestion impacts, and supports more efficient project execution.

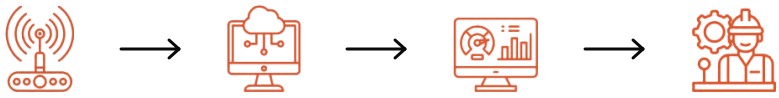
Challenges in **dynamic work zones**

- Limited visibility on real-time traffic conditions across work zones and surrounding networks
- High risk of severe congestion and contractual penalties
- Increasing public and stakeholder pressure with limited ability to demonstrate performance
- Difficulty making fast, informed decisions in dynamic and unpredictable environments
- Inefficient temporary traffic setups due to lack of accurate data

Zentra™ | What it is & **how it works**



Zentra™ is a fully integrated solution as a service combining a cloud-based platform, real-time data, and field expertise to optimize mobility throughout your project. We select, deploy, and operate the right sensors and communication systems, validate and process the data, and deliver continuous, accurate, and actionable insights through a secure, cloud-based platform — fully managed for you.



Multi-Technology Autonomous Data Collection Stations

- Temporary, mobile, or semi-permanent
- Deployed and calibrated within hours
- Real-time traffic data, 24/7

Cloud-Based ITS Platform

- Secure, web-based access from any device
- Real-time mapping and dashboards
- Continuous data availability for mobility managers

Turnkey “Solution as a Service”

- Installation, maintenance, and removal
- Platform configuration and data quality control
- Continuous data validation



Source: MTMD

What sets us **apart?**

- Integrated platform and field expertise in a single solution
- Rapid deployment in dynamic and high-risk environments
- Designed specifically for temporary and evolving roadwork conditions
- From data collection to operational decision support
- Proven performance on large-scale infrastructure projects

Flagship project | **Louis-Hippolyte-La Fontaine Tunnel Rehabilitation (Montreal)**

MAJOR ROADWORKS TRAFFIC MONITORING

With 25 autonomous monitoring stations deployed across more than 30 kilometers of inbound and outbound roadways leading to the tunnel, these stations provide coverage that delivers per-lane, direction-based analytics in support of continuous performance validation throughout the duration of the project.

Alongside these systems, 12 VMS were deployed to display real-time travel times to road users as part of one of Canada's largest infrastructure projects. These solutions enabled the contractor to mitigate congestion impacts throughout the project and accelerate the achievement of key milestones.





Key **applications**

- **Traffic monitoring and performance analytics**
- **Travel time and congestion tracking**
- **Queue detection and lane-level insights**
- **Environmental monitoring (air, noise, weather)**

Zentra™ | Key **benefits**

- **Optimize temporary roadwork planning and execution** with actionable data
- **Prevent major congestion and avoid delays or penalties** through better visibility
- **Enable extended closures and working hours** with data-backed decisions
- **Make real-time decisions** during roadworks and incidents
- **Deliver measurable performance and reduce public pressure** with fast, accurate insights

Take control of mobility on your next roadwork project with **Zentra™**

MEET OUR TEAM

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