

Quadstone Paramics Launches World first Truly Integrated Pedestrian/Traffic Simulation Package



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Press Release Summary: Quadstone Paramics have developed and released the world's first pedestrian and traffic interaction simulation software package combining pedestrian-based spatial analysis and traffic microsimulation.



Press Release Body: Edinburgh (UK) November 5th, 2008 – In a world first, the experts behind the hugely popular Quadstone Paramics range have announced a new, unique software application. The Urban Analytics Framework (UAF) is the first commercially available micro simulation tool that fully integrates pedestrians and vehicles in the same model. The UAF is a groundbreaking product that combines

pedestrian-based [spatial analysis](#) and Quadstone Paramics' award-winning traffic micro simulation.

The UAF has been built on the foundations of a successful partnership with [Crowd Dynamics](#), a global authority on pedestrian behaviour modeling. It was officially launched earlier this month and licenses have already been sold – demonstrating how the industry has been eagerly awaiting such a high-tech product.



One major selling point is that the UAF does not require pedestrian Origin-Destination data, which is costly and almost impossible to obtain. Another considerable advantage over the few fledgling

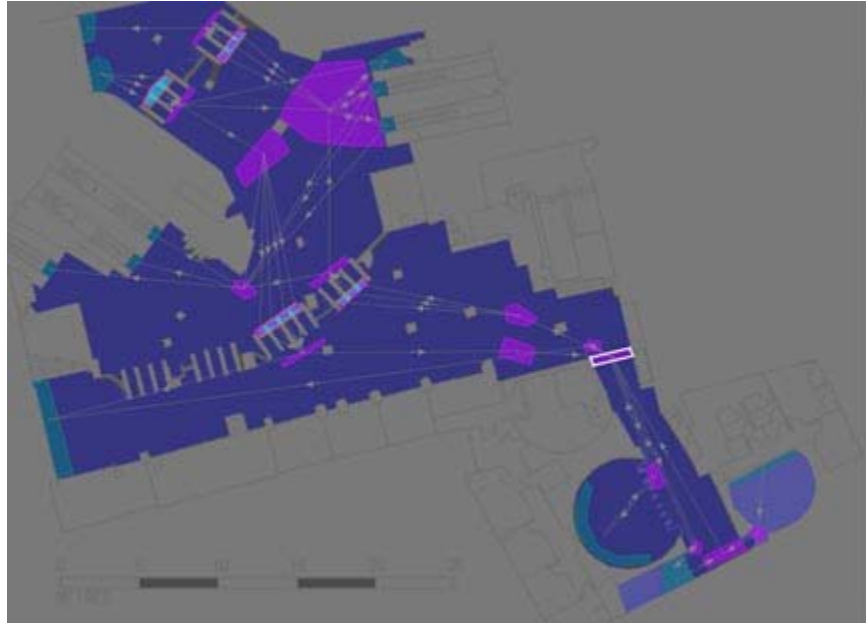
offerings in this sector is that the UAF offers full seamless integration with Quadstone Paramics traffic modeling software.

Richard Millington, managing director at Quadstone Paramics, *"In developing the UAF we have reacted to an extensive market pull as government agencies of all sizes look to promote pedestrians as a more attractive means of transportation."*

"The car is no longer king," continues Millington, *"and encouraging more people to leave their cars at home leads to less traffic in urban areas. [Pedestrian safety](#) must be top of the list for all authorities, town planners and architects. The UAF allows users to develop spaces where [pedestrian-vehicle interaction](#) is conducted in the safest, most efficient way possible."*

The rationale behind the use of this new software is 'Dumb people, smart space' – meaning the space has the intelligence and prompts people on how to behave safely, rather than requiring them to make

decisions independently. The UAF is powerful yet intuitive to use, and offers a wide range of analysis measurements along with a sophisticated 3D graphical presentation capability. It is a completely [integrated platform](#) that provides user-friendly, seamless interaction between traffic and pedestrian components at all levels. It represents the most comprehensive analytics range available and is scalable at all levels – from single intersections through to wide area city modeling.



Designed by engineers for engineers, the UAF is the ideal tool for evaluating both existing areas and new proposed developments, such as retail space, sports stadiums and public transport terminals, and is especially useful for performing evacuation studies. Several high-profile authorities around the world are showing an interest in the software, with new projects already commencing. More information can be found on their [Pedestrian Simulation](#) website.

- Groundbreaking micro simulation that fully integrates pedestrians and vehicles in the same model
- Cost-cutting and time-saving technology that eliminates the need for pedestrian Origin-Destination data
- Seamless integration with Quadstone Paramics traffic modeling software
- Licenses already sold as industry demand soars

About Quadstone Paramics

Quadstone Paramics has driven the innovation agenda for traffic microsimulation modelling software since the early 1990's. With over 1000 user companies in 45 countries, their software tools have been

deployed on some of the World's highest profile projects, by a broad mix of Federal, State and Local Government Agencies along with consulting engineering firms of all sizes.

Operating autonomously as part of a London Stock Market listed company, Quadstone Paramics continues to address the changing demands of the Global Market through offices in the UK and the United States, along with resellers in Australia, Europe and Asia.

The culmination of over 6 man years of development, the launch of the Urban Analytics Framework Software from Quadstone Paramics brings vastly improved levels of software capability to transportation and pedestrian modelers the world over.

Visit the [pedestrian simulation](http://www.pedestrian-simulation.com) website to find out more.

Web Site: <http://www.pedestrian-simulation.com>

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