

News

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NEC Australia Partners with Hayden AI to facilitate automated bus lane and bus stop enforcement in Australia and New Zealand

Partnership to enhance Safety, Reliability and Sustainability with Advanced Vision AI

NEC Australia, a leading provider of smart transport technology solutions and **Hayden AI**, a leader in artificial intelligence and spatial analytics, announced today a partnership to deliver a seamless enforcement technology platform designed to improve road safety, sustainability and public transport reliability and accessibility to customers in Australia and New Zealand.

The partnership will combine NEC Australia's extensive experience in providing technology solutions to transport operators with Hayden AI's automated bus lane, bus stop, cycle lane, and double-parking enforcement platform.

Keeping dedicated transit zones and cycle lanes clear of parking violations and reducing double parking that blocks roadways is critical to improving transportation safety, accessibility, efficiency, and sustainability. Together, NEC Australia and Hayden AI seek to help transport operators bring these benefits to cities across Oceania.

"Partnering with a company that has extensive experience bringing innovative technology to transport operators is really exciting for us," said **Chris Carson**, CEO and founder of Hayden AI.

"Our vision AI platform helps cities across the United States solve once-unsolvable problems, like keeping bus lanes and cycle lanes clear of vehicles parking illegally. We're eager to help transport authorities in Australia and New Zealand improve road safety, bus transport reliability, and accessibility for riders – and reduce emissions in the process."

NEC's Head of Smart Transport ANZ+ Global Centre of Excellence Lead **Mark Messenger** said the Hayden AI announcement is an exciting and key partnership for NEC.

“Our partnership with Hayden AI aligns strongly with NEC’s wider strategy in leveraging AI to develop solutions for our customers to help them provide safer, more efficient and more reliable services.

“This groundbreaking technology has already been implemented in a number of locations throughout America and Internationally, most recently in 623 buses in New York City, resulting in a 5% increase in bus lane speeds, a 20% reduction in collisions, and an estimated 5% to 10% decrease in emissions on average.

“NEC has invested heavily in its own right to develop solutions leveraging AI technology as part of its mobility platform as well as working with best in breed solutions providers such as Hayden AI, who are leaders in bus lane and parking enforcement solutions globally to bring leading solutions to our customers.”

NEC Australia provides technology and expertise to transport authorities globally, with solutions ranging from smart ticketing to real-time mapping. Hayden AI’s mobile perception platform is installed on hundreds of transit buses in cities across the globe to improve road safety, transit reliability, and transportation accessibility for people with disabilities.

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About Hayden AI:

At Hayden AI, we’re pioneering real world problem solving powered by AI and geospatial analytics. From bus lane and bus stop enforcement to digital twin modelling and more, our clients use our mobile perception system to speed up transit, make streets safer, and create a more sustainable future. Learn more at www.hayden.ai

About NEC Australia:

NEC Australia is a leading technology company, delivering a complete portfolio of ICT solutions and services to public and private organisations. NEC deliver innovative solutions to help customers gain greater business value from their technology investments. NEC Australia specialises in technology solutions and services including: IT Managed Services and Professional services, applications and solutions development, unified communications, network solutions, biometrics and digital identity, smart transport solutions and more. For more information, visit NEC Australia at: www.nec.com.au

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