

NoTraffic Raises \$17.5 Million Led by Former Uber Exec to Scale its Groundbreaking Real-Time Traffic Management Platform into New Markets

NoTraffic 在前 Uber 高管的带领下筹集 1,750 万美元，以使其开创性的实时交通管理平台拓展到新的市场

- NoTraffic's autonomous platform offers cities a novel solution to reducing traffic congestion and emissions, improving road safety, and reducing city spending
- NoTraffic 的自主平台为城市提供一种全新的解决方案，以减少交通拥堵和排放、改善道路安全及减少城市支出。
- Partnerships with transportation departments in California, Arizona and more have seen congestion cut by as much as 50%, which has the knock-on effect of reducing emissions, equal to the amount generated by tens of thousands of vehicles.
- 我们与加利福尼亚州、亚利桑那州等地的交通部门合作，使交通拥堵减少了 50%，它有减少排放的连锁效应，相当于数万辆汽车产生的排放量。
- Cities, automakers and other partners can enjoy, for the first time, infrastructure services using a simple SaaS model without the need to install designated hardware and can be up and running in just two hours, backed by 24/7 support.
- 城市、汽车制造商及其他合作伙伴第一次可以享受到采用简单 SaaS 模型的基础设施服务，而且无需安装指定硬件，只需两小时即可启动运行，并可得到 24/7 全天候支持。
- NoTraffic's advanced capabilities are based on proprietary software and its ability to process data in real time using artificial intelligence, which significantly reduces city spending on traffic management.
- NoTraffic 的高级功能基于专有软件及其利用人工智能实时处理数据的能力，这会极大减少城市在交通管理方面的支出。
- The funding round was led by Nielsen Ventures and VEKTOR Partners. Also participating in the round are Grove Ventures, Menora Mivtachim Group and Meitav Dash alongside existing investors, Iool ventures, Next Gear Ventures and North First Ventures
- 本轮融资由 Nielsen Ventures 和 VEKTOR Partners 领投。参与本轮融资的还有 Grove Ventures、Menora Mivtachim Group 和 Meitav Dash，以及现有投资者 Iool Ventures、Next Gear Ventures 和 North First Ventures。
- The funds will be used to invest in further R&D, accelerate rollouts across the US, expand into Europe and grow the team across all regions it operates in
- 相关资金将用于投入进一步的研究、加速在美国各地的推广、拓展到欧洲及在其运营的所有地区发展团队。

July 14, 2021, Tel-Aviv, Israel and Arizona, USA: [NoTraffic](#) – the real-time, plug-and-play autonomous traffic management platform that uses AI to reinvent how cities run their transport networks – has raised \$17.5 million in a Series A round led by Nielsen Ventures, a firm founded by former Uber and Dropbox executive and ex Balderton Capital GP, Lars Fjeldsoe-Nielsen and VEKTOR Partners, a VC firm focused on mobility disruption.

2021 年 7 月 14 日，以色列特拉维夫和美国亚利桑那州： [NoTraffic](#) — 实时、即插即用的自主交通管理平台，利用人工智能重塑城市运行交通网络的方式 — 在由 Nielsen Ventures 领投的 A 轮系列融资中筹集了 1,750 万美元。Nielsen Ventures 由前 Uber 和 Dropbox 高管及前 Balderton Capital GP、Lars Fjeldsoe-Nielsen 和 VEKTOR Partners 共同创立，是一家专注于流动性中断的风险投资公司。

Early-stage venture capital investment firm Grove Ventures, insurance leader Menora Mivtachim Group and Meitav Dash also participated, alongside existing investors, Iool ventures, who led the company's Seed round, Next Gear Ventures, and North First Ventures. Lior Handelsman, one of the founders of SolarEdge (Nasdaq: SEDG), will also join the company's board.

早期风险投资公司 Grove Ventures、保险业领军企业 Menora Mivtachim Group 和 Meitav Dash 也参与了投资，另外还有主导公司种子轮融资的现有投资者 Iool Ventures、Next Gear Ventures 以及 North First Ventures。SolarEdge（纳斯达克股票代码：SEDG）的创始人之一 Lior Handelsman 也将加入公司董事会。

NoTraffic was founded in 2017 by Tal Kreisler, Uriel Katz and Or Sela to bring traffic management into the 21st Century; to bridge the innovation gap between all mobility fields. Not only does it give city planners more insight and control over their traffic infrastructure, but it helps upgrade and future-proof this infrastructure to support the rise of autonomous vehicles and other current, and future shifts in digital mobility.

NoTraffic 由 Tal Kreisler、Uriel Katz 和 Or Sela 于 2017 年创立，旨在将交通管理引入 21 世纪：弥合所有流动性领域之间的创新差距。它不仅让城市规划者对其交通基础设施具有更多的洞察和控制，而且还有助于升级此基础设施，使其永不过时，以支持自动驾驶汽车的兴起及其他当前和未来数字流动性的转变。

Instead of having to rely on outdated traffic light technologies; technologies that have barely innovated since they launched more than a century ago, city planners anywhere in the world can get access to a fully automated, intuitive and real-time management platform. All deployed in just two hours and backed by a 24/7 operations center.

不必依赖过时的交通灯技术：这是自一个多世纪前推出以来几乎没有创新的技术，而世界任何地方的城市规划者现在都可以访问一个完全自动化、直观和实时的管理平台。所有这些都部署在短短两小时内部署完毕，并由 24/7 全天候运营中心提供支持。

NoTraffic's automated system is so effective, in trials and partnerships with transport authorities across North America including the City of Phoenix and in the State of California, it has been shown to drop waiting times by as much as 50%. In an average city, NoTraffic has been shown

to remove 26k tons of emissions – equal to taking around 5,700 vehicles off the road – and saving motorists 4,655 months of time stuck in traffic jams a year. All while saving each city infrastructure and traffic management costs, and drastically cutting the amount of fuel costs for businesses.

NoTraffic 的自动化系统非常有效，在与包括凤凰城和加利福尼亚州在内的北美交通当局的合作试验中，它已证明可将等待时间减少高达 50%。在普通城市中，NoTraffic 已证明可以减少 26,000 吨的排放 — 相当于减少约 5,700 辆汽车上路 — 每年为汽车司机节省 4,655 个月困在交通拥堵中的时间，同时还可节省每个城市的基础设施和交通管理成本，大大降低企业的燃料成本。

The result is a more efficient, safer, cost-effective way to manage a city that improves the quality of life for residents and has a positive impact on the environment.

其结果是一种更有效、更安全、更具成本效益的城市管理方式，它可提高居民的生活质量，并对环境产生积极影响。

“NoTraffic is reinventing how entire towns, cities and countries move”, said **Lars Fjeldsoe-Nielsen**. “Instead of looking at the challenges presented by traffic jams, its approach looks at the opportunities provided by improved traffic flow. Its pragmatic, bigger-picture view has seen it build a solution that works with and for everyone in a city; the authorities and their planners, commuters, tourists, businesses, pedestrians, for decades to come. I’m delighted to join them on this journey.”

“NoTraffic 将会重塑整个乡镇、城市和国家的交通方式”，Lars Fjeldsoe-Nielsen 说道。“它的方法不是着眼于交通拥堵带来的挑战，而是着眼于经过改善的交通流量所带来的机遇。其务实、宏观的视野已见证它在构建一个适用于城市中的每个人并对其有效的解决方案：未来几十年的主管当局及其规划者、通勤者、游客、企业、行人。我很高兴加入他们的旅程。”

Tal Kreisler, CEO of NoTraffic, said: “The current fundraising round is of strategic importance to us, and will help us to extend the technological breakthrough on which our developments are based, and support the expansion of our business activities.”

NoTraffic 首席执行官 **Tal Kreisler** 表示：“本轮融资对我们具有重要的战略意义，它将帮助我们扩展我们的开发所依赖的技术突破，并对我们业务活动的拓展提供支持。”

Lior Handelsman, General Partner at Grove Ventures, one of the founders of SolarEdge, and now a Board Member at NoTraffic, said: "NoTraffic's technology is a one-of-kind opportunity to transform traffic management systems, bringing digitalization, IoT, and automation to cities' roads based on deep technology capabilities, real time data and unique AI expertise. We believe in NoTraffic's exceptional team, and we are sure that they will continue to build and grow, changing cities' infrastructure and making it more efficient, safe, and cost-effective."

Grove Ventures 的普通合伙人、SolarEdge 的创始人之一、现任 NoTraffic 董事会成员 **Lior Handelsman** 认为：“NoTraffic 的技术是改变交通管理系统的独一无二的机会，它以深厚的技术能力、实时数据和独特的人工智能专业知识为基础，带来数字化、物联网和自动化的城市道路。

我们相信 NoTraffic 的卓越团队，我们确信，他们将会继续进行建设和发展，改变城市的基础设施，使其更高效、更安全、更具成本效益。”

Following an increase in demand for the platform, the funding will be used to expand the NoTraffic team across all departments including research and development, business, marketing, and sales as well as to expand into new markets. NoTraffic is planning to arrive in Europe this year and is looking into other markets and verticals.

随着对此平台需求的增加，资金将会用于扩大 NoTraffic 所有部门的团队，包括研发、业务、营销和销售，以及拓展新的市场。NoTraffic 计划今年进入欧洲，同时也在研究其他市场和垂直领域。

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About NoTraffic:

NoTraffic develops a technology that brings traffic light interchanges to the 21st century. The company's real-time, plug-and-play autonomous traffic management platform uses AI to reinvent how cities run their transport networks, by identifying, categorizing, and tracking all road users - including passenger and non-passenger vehicles, bikes, e-scooters, buses, and pedestrians. The system combines all-weather sensors installed at intersections with a 24/7 network operation center (NOC) that augments the sensors' information with integrated data collected from vehicles and infrastructure. The system is able to accurately predict arrival times at an intersection and accordingly streamline the timing of the traffic light system autonomously in order to maximize the flow of traffic - reducing congestion, prioritizing different types of vehicle and preventing accidents. NoTraffic was founded in 2017 by Tal Kreisler, Uriel Katz and Or Sela.

Learn more at: <https://notraffic.tech/>

About VEKTOR Partners

VEKTOR Partners invests in the mobility revolution. The world of transportation is undergoing dramatic changes, and the firm partners with company founders that lead these changes. From London, Palo Alto, and Berlin, VEKTOR Partners leverages decades of experience in automotive and technology, and is positioned to invest in the significant growth opportunities in an industry that is seeing significant disruption.

Learn more at: www.vektorpartners.com

About Nielsen Ventures

2xN is a family firm founded by entrepreneurs investing in technology companies. The founders have scaled companies from seed to IPO including key roles in some of the world's best-known tech brands such as Uber, Dropbox and Cambridge Quantum Computing. 2xN investments include Hopin, Vivino, Labster, Tajir, Bulb, Darktrace and Cambridge Quantum Computing. The thesis of the firm is to collaborate and share investment rounds with angels and operators to bring value to the entrepreneurs.

For more information, visit: www.2xn.vc/

About Grove Ventures

Grove Ventures is an early-stage venture capital investment firm which places significant emphasis on deep technology and partners with exceptional Israeli entrepreneurs. With a quarter-billion dollars under management across two funds, Grove invests in leading startups developing hard-to-replicate solutions at the intersection of technology, science and applicable market needs. Its investment thesis is based on the premise that IoT, AI and Cloud Computing create a new set of investment opportunities in multiple sectors, including semiconductors, Industry 4.0, digital health and cloud infrastructure, among others. Grove's team, built of experienced investors, veteran entrepreneurs, and company builders, provides startups with the needed support to become great companies. The fund's core principles are putting people first, close cooperation and value-creation.

For more information, visit: www.grovevc.com