

# Rota das Bandeiras, Brazil

Keeping a close eye on the Brazilian highways



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*Alexandre Honorato Fontes,  
IT Manager Rota das Bandeiras*

As a public services company and a concession holder of the São Paulo State (Brazil), Rota das Bandeiras has been charged with maintaining and improving the 297 kilometers of road infrastructure that is under its responsibility since 2009. The traffic and highway conditions are monitored closely from its recently built Operations Control Center (OCC), featuring innovative Barco technology.

All the incoming information is displayed on a Barco video wall, featuring 14 OV-D2 70” retro-projection cubes in a 7x2 set-up. As everything is now in place for optimal monitoring, Barco dares to claim that it has helped Rota das Bandeiras set a benchmark in ensuring road safety.

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Rota das Bandeiras is a public services company that holds the concession for Corredor Dom Pedro I – a group of five highways connecting the Brazilian city of Jacareí to the Campinas metropolitan area in the state of São Paulo. As part of an intensive investment strategy, the company decided to set up a world-class Operations Control Center (OCC) for road monitoring at the end of 2010. Barco was selected as the partner of choice, delivering the visualization solution that plays a pivotal role in the new OCC.



Every day, approximately 120 thousand vehicles travel the highways that Rota das Bandeiras manages. As a São Paulo State concession holder, the company has the obligation to maintain and improve the 297 kilometers of road infrastructure that is under its charge. Over the coming years, Rota das Bandeiras is investing a total of USD 2.3 billion for the expansion, repair, signaling and monitoring of all the roads under its concession.

### Deliver added value

“Rota das Bandeiras wants to do more than just meet the concession contract,” explained Alexandre Honorato Fontes, IT Manager. “It is our goal to offer safe and comfortable roads to travelers. This, in turn, expands business opportunities for trade, industry and sector services.” With this challenge in mind, Rota das Bandeiras decided to install an Operations Control Center (OCC) in the new headquarters built in Itatiba, in an area of 2,000 m<sup>2</sup> of extension, from which traffic and highway conditions are monitored closely, in order to maintain safety and to soundly advise road users.

### A strategic benchmark

From the OCC, the concessioner operates several communications and control systems, such as CCTV cameras, variable message boards, wireless radio and emergency phones. Rota das Bandeiras also makes use of advanced technologies for integrated electronic toll collection, for reading license plates, for operational controls, etc. Fontes: “Needless to say that the new OCC was a very strategic project, as it centralizes all these systems. And it is a major business card for our company, setting the OCC benchmark in the road concession market.”

### Warranty and local services

To achieve its lofty goals, Rota das Bandeiras looked for a top-level solution that could visualize all the images from the CCTV system and the traffic and control systems integrated in the OCC. “We came across Barco solutions when visiting control rooms of other concession companies in Brazil, as well as abroad,” Fontes recalled. “We were quickly convinced. The Barco brand is widely recognized in the market, as it is synonymous with quality, durability and market presence. We were impressed by the five years’ parts warranty and the local service that Barco could offer. Moreover, their solutions allow of easy integration with our existing video management system.”

Barco delivered a video wall featuring 14 OV-D2 70” retro-projection cubes in a 7x2 set-up, and a Barco TransForm A high-performance Graphical Controller. Barco Apollo Management Software allows 15 operators to optimally manage the high volumes of information from multiple sources, 24/7.

### Minimizing response time

The training sessions organized for the operators were well received and immediately showed that the solution is easy to use. According to Fontes, project objectives have been fully met: “We are impressed by the quality and the availability of the solution. In close on a year now, we have not a single failure that could impact our monitoring work. If we do meet with small problems, customer support is readily available to help us out, or to answer all our questions.”

In Rota das Bandeiras’ view, the major advantage of the new solution is that the concessioner can offer a better service to road users. Fontes: “Everything is now in place for optimal monitoring. As a result, we can anticipate the build-up of problems in certain areas. By acting proactively, we then minimize the response time

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