

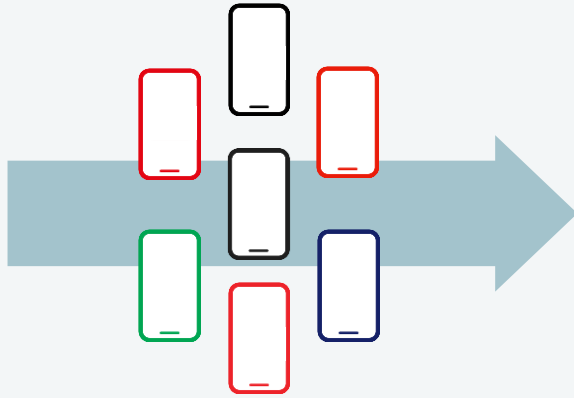


MOTIONTAG

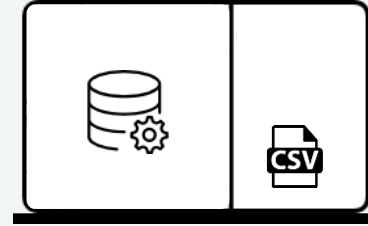
Data export documentation

26.03.2021

MOTIONTAG data and insights



The MOTIONTAG SDK transforms smartphone sensor data into mobility insights and automatically detects ten different transport modes. This document describes two options to access the collected data and a basic set of insights: **data exports** and **basic mobility insights**.



Data exports for customized time frames can be downloaded on the clients dashboard.



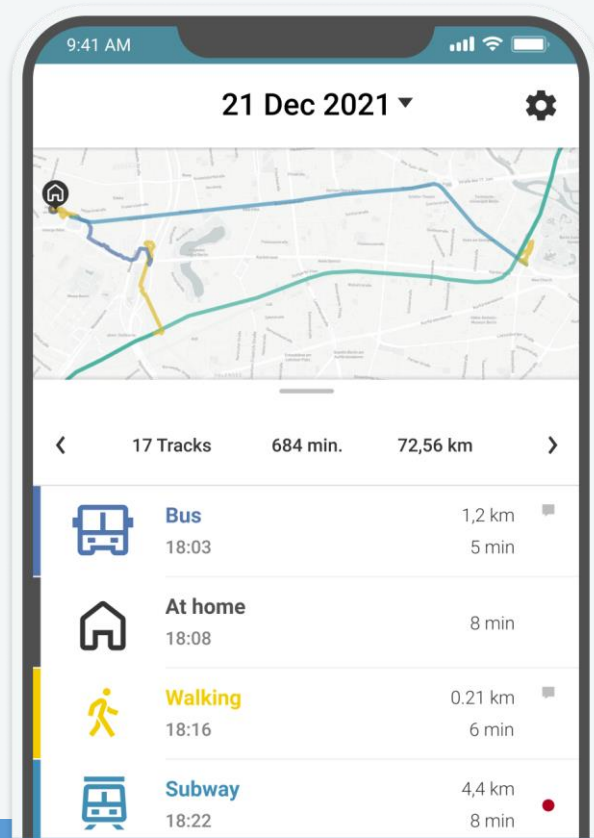
Basic mobility insights are building blocks for your use cases. By default insights are computed on a weekly basis and delivered as a chart report and xlsx file.



Let's talk: We are happy to discuss customized solutions for your specific use case with you.



Our superior technology covers the largest number of **transportation modes** and provides the best understanding on **why people travel**



Smartphone technology

- | Fully automated 24/7 background recording
- | High performance battery management

Cloud & AI technology

- | Scalable microservice architecture
- | AI-based sensor data processing
- | Proprietary geo-data and time-table data matching
- | Proprietary routing and map matching algorithms

Implementation & scalability

- | Easy to set up in a few days for our clients
- | GDPR compliant and top security ratings
- | Works globally on iOS and Android



How MOTIONTAGs technology works



Step 1: **Mobility data collection**

Our customers integrate our technology into their app to offer attractive services to their users and record mobility data.



Step 2: **Automatic mode detection**

We process and analyze the recorded data, detect the transport mode and the purposes of stay.

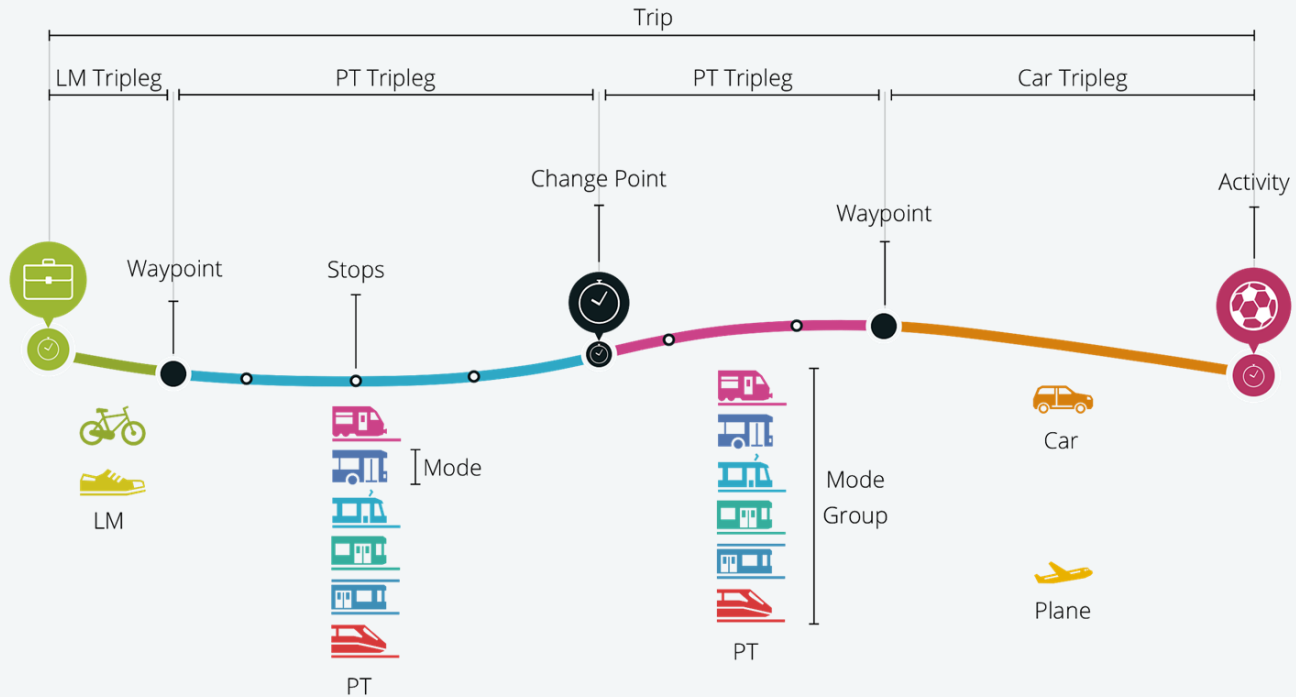


Step 3: **Analytics**

Our customers use the essential insights from the data to improve their offerings and operations.



Granularity of detected travel information



I Tracks

tracks_xmnd_2019_03_01_to_2019_04_30.csv

Column name	Data type	Description
track_id	uuid	Unique identifier of track.
trip_id	uuid	Unique identifier of trip corresponding to the track.
weekday	text	Weekday
started_on	date	Date of track start, local time (ISO 8601).
started_at_utc	text	Time of track start, UTC.
started_at_timezone	text	Timezone in which track started.
finished_at_uzc	text	Time of track end, UTC.
Finished_at_timezone	text	Timezone in which track ended.
start_land	text	German federal state in which track started.
end_land	text	German federal state in which track ended.
start_municipality	text	German municipality in which track started.
end_municipality	text	German municipality in which track ended.
length_km	integer	Track distance in kilometer.
mode	text	Means of transport used on track.
duration_min	integer	Duration of track in minutes.

Description

All tracks of selected users.

Format

csv



II Trips

trips_xmnd_2019_03_01_to_2019_04_30.csv

Column name	Data type	Description
trip_id	uuid	Unique identifier of trip corresponding to the track.
weekday	text	Weekday
started_on	date	Date of trip start, local time (ISO 8601).
started_at_utc	text	Time of trip start, UTC.
started_at_timezone	text	Timezone in which trip started.
finished_at_uzc	text	Time of trip end, UTC.
finished_at_timezone	text	Timezone in which trip ended.
start_land	text	German federal state in which trip started.
end_land	text	German federal state in which trip ended.
start_municipality	text	German municipality in which trip started.
end_municipality	text	German municipality in which trip ended.
length_km	integer	Trip distance in kilometer.
main_mode	text	Main mode of transport used on trip (taken from longest track within trip).
duration_min	integer	Duration of trip in minutes.
trip_modes	text	All modes of transport used on trip.

Description

All trips of selected users generated based on tracks. A trip starts and ends with a stay of at least 20 minutes duration.

Format

csv





Contact us

Florian Duffner

florian.duffner@motion-tag.com

Our office

Germany

Potsdam

Rudolf-Breitscheid-Straße 162,
14482 Potsdam

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