

27 November 2023
Neural Group (Thailand) Co., Ltd.

Neural Group innovation for 2023 Smart JAMP Study from MLIT, Launching Advanced Traffic Violation Vehicle Detection through Image Analysis AI in Bangkok, Thailand.



(Photo) Kick-off MTG with the Ministry of Land, Infrastructure, Transport and Tourism of the Japanese Government, Bangkok Metropolitan Administration, and the Thai Police

Neural Group Thailand is pleased to announce the successful co-operation with the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) for the Fiscal Year 2023 Smart JAMP Study. This study is a significant step towards realizing smart cities in transportation in the Kingdom of Thailand.

In collaboration with the Bangkok Metropolitan Administration and the Royal Thai Police, Neural Group is leading an innovative project that utilizes AI image analysis systems, to detect and identify vehicles that violate traffic rules. The goal is to contribute to the realization of a smart and secure traffic environment, fostering efficient traffic flow in the process.

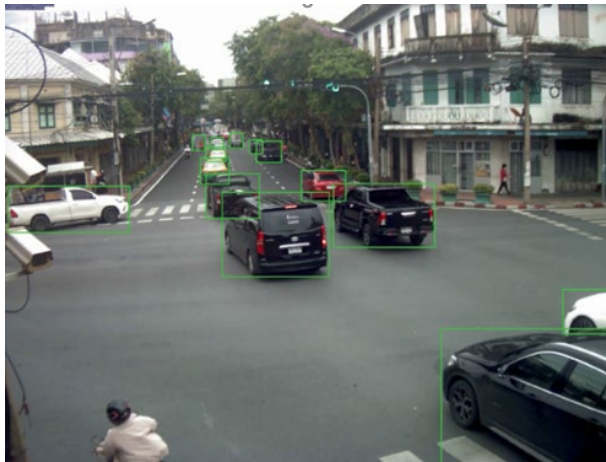
In the ongoing feasibility studies, we are strategically identifying locations for the experimental deployment of our AI image analysis system. This selection process is informed by the volume of detected traffic violations, underscoring our commitment to advancing traffic safety and optimizing enforcement procedures.

Bangkok is well known as confronting traffic issues, including congestion and accidents. Recognizing the urgency, the Bangkok Metropolitan Administration (BMA) has prioritized the establishment of an Intelligent Traffic Management System (ITMS) as a central policy. Our proprietary image detection AI technology is characterized by its ability to accurately detect traffic even from a wide range of camera angles of existing CCTV cameras. Through this project, we

are dedicated to supporting the realization of the ITMS, contributing to a more efficient and secure urban environment for Thailand.

In December 2020, the Japanese government proposed a collaborative policy "Smart JAMP (Smart City supported by Japan ASEAN Mutual Partnership)" which is a partnership between Japan and ASEAN countries to realize sustainable development. And this project is conducted as a part of Smart JAMP initiatives.

In November 2022, we founded Neural Group (Thailand) Co., Ltd. with a specific focus on addressing local societal challenges, particularly traffic congestion in Bangkok. Our commitment extends to furthering our presence in Thai society by leveraging image recognition AI technologies to provide innovative solutions.



(Left) Image of AI analysis using Bangkok Metropolitan Administration CCTV camera footage



(Right) Explanation about the current operation at the Thai Police Traffic Control Center

■ Project Summary

Project name: The Project for Realization of Smart Cities in Transportation in the Kingdom of Thailand

Client: Ministry of Land, Infrastructure, Transport and Tourism

Contractor: Almec Corporation and Neural Group Inc.

Work period: October 2023 - March 2024

■ Neural Group Inc. Company Profile

"Building an exciting future with AI," where we craft and deliver innovative services across various domains in Japan and Southeast Asia, powered by cutting-edge AI technology.

Company Name :	Neural Group Inc.
Address :	32nd Floor, Hibiya Mitsui Tower, Tokyo Midtown Hibiya, 1-1-2 Yurakucho, Chiyoda-ku, Tokyo
Representative :	Founder & CEO, Roi Shigematsu
Established:	January 2018
URL :	https://www.neural-group.com

■ Neural Group (Thailand)

Founded in 2022 as Neural Group Inc.'s first overseas consolidated subsidiary, aimed towards supporting Thailand's rapid urbanization and economic growth. Building on Neural Group Inc.'s track record in Japan,

the subsidiary delivers edge AI-powered services in Thailand.

Company Name : Neural Group (Thailand) Co., Ltd.
Address: 87/2, 36th Floor, Office number 11, CRC Tower, All Seasons Place,
Wireless Road, Lumpini, Phatumwan, Bangkok, Thailand 10330
Representative: CEO and Managing Director, Kazuma Takenaka
Established: November 2022
URL : <https://th.neural-group.com/>

■ **Contact information for media inquiries**

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