

DANCE TO THE RHYTHM OF SECURITY!!!

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[Smart](#), the small car brand created by a partnership between the companies Swatch and Mercedes-Benz, launched a few months ago this creative idea to improve citizen security. The proposal consists of projecting animated images at the traffic lights to distract pedestrians so that they lose the impulse to cross without waiting for the traffic light to change.

The dances performed by the people are broadcast in real time, making the always endless wait at traffic lights fun. The results have been exceptional with an 81% increase in people stopping to wait, thereby increasing citizen security and paving the way for a smarter city.

There are no comments yet.