



**BLACKSTAR**  
DIVERSIFIED ENTERPRISES, LLC



**For Immediate Release: Monday, September 11, 2023**

**Contact: Jolie Bernard, 504.909.5650**  
[jolie@thebernardgroupnola.com](mailto:jolie@thebernardgroupnola.com)

**New Orleans Based Company Installing AI Powered Traffic Monitoring Platform to Upgrade RTA Streetcar Infrastructure**

*NoTraffic Technology to Deliver Next Generation of Pedestrian and Vehicle Safety to City of New Orleans*

**Who:** Blackstar Diversified Enterprises (BDE) Founder Hugh Blackwell, Representatives from NoTraffic, New Orleans Regional Transit Authority's Floyd Bailey and Simir Pollard, and special invited guests.

**What:** Blackstar Diversified Enterprises, New Orleans RTA, and New Orleans Department of Public Works will be completing installation of NoTraffic's Artificial Intelligence-enabled mobility technology near the historic Canal Street Ferry Terminal and Four Seasons Hotel.

**Where:** The intersection of Canal Street and Convention Center Boulevard

**When:** Thursday, September 14, 2023 at 11:00 AM

**Why:** NoTraffic's Artificial Intelligence-enabled mobility technology will be employed to digitize RTA Streetcar Infrastructure in New Orleans. NoTraffic's unique capability fuses data from connected vehicles with data generated by NoTraffic's intelligent sensors, to deliver the next generation of pedestrian and vehicle safety. NoTraffic's intelligent edge sensors also optimize traffic flows in real-time, to reduce CO2 emissions from idling vehicles as well as reduce accidents. Implementation of this technology will constitute a significant breakthrough in the field of communications between road users and traffic infrastructure and is a fundamental milestone in the smart mobility era for the City of New Orleans.

###

**About Blackstar Diversified Enterprises:** Blackstar Diversified Enterprises (BDE), a Black-owned, small business headquartered in New Orleans, Louisiana, is a value-added electrical distribution and certified traffic control/safety systems integrator conducting business in the Gulf South and Mid Atlantic US regions. As a reseller of electrical distribution equipment, traffic controls, and safety equipment as well as equipment for renewable power infrastructure, Blackstar Diversified Enterprises (BDE) focuses on leveraging its highly capable vendor network to deliver custom equipment and services specifically for its nationwide customer base. With experience in project management, equipment sales, service sales, engineering design, equipment manufacturing, and integration, BDE has grown into a multimillion-dollar revenue generator with a significant physical footprint throughout the United States.

**About NoTraffic:** About NoTraffic: NoTraffic is on a mission to digitize the backbone of transportation – its urban intersections, to usher in true mobility. The company's real-time, plug-and-play autonomous traffic management platform uses AI and cloud computing to reinvent how cities run their transport networks. The NoTraffic platform is an end-to-end hardware and software solution installed at intersections, transforming our roadways to support modern demands. As a result, the NoTraffic platform is surfacing a plethora of benefits and mobility services, bringing order and always-on connectivity to an otherwise not-connected, unmanaged network. The NoTraffic platform can retrofit any intersection around the world and transform it to be a cloud-connected and fully autonomous in less than 2 hours. Using an innovative SaaS solution that runs on our proprietary hardware we provide support, updates, and upgrades – all over the air. The platform is delivered as a managed service with 24/7/365 monitoring and support. Backed by some of the leading VCs in the industry, NoTraffic has recently raised \$50 million Series B funding, with offices in Tel Aviv, Palo Alto and Phoenix. The company was founded in 2017 by Tal Kreisler, Uriel Katz, and Or Sela.