

[Flow Products](#)[Bike & foot](#)[Bus](#)[Company](#)[English](#) | [Portuges](#)

## Home

*Flow* is the *mental state* of operation in which a person in an activity is fully immersed in a feeling of energized focus, full involvement, and success in the process of the activity.

*Traffic flow*, in mathematics and engineering, is the study of interactions between vehicles, drivers, and infrastructure (including highways, signage, and traffic control devices), with the aim of understanding and developing an optimal road network with efficient movement of traffic and minimal traffic congestion problems.

Flow is important. The movements of people, activity patterns, determine the effectiveness of what is being accomplished every day. It tells you how to get somewhere quickly. It shows what people do on the road and what they see. And particularly what they experience.

Passengers. Companies. Bus companies and advertising agencies. Municipalities and businesses. People who do not yet take public transportation. For all parties, knowledge of the flow is essential.

IFluxo understands flow. And therefore bus passengers know what will be the arrival of a bus at a stop. And bus companies understand the efficiency of their routes. And marketing agencies learn who their real audience is. And planners know where mismatch between supply and demand occurs, and how they can solve inefficiencies. This way people indicate where they want to live and work, and especially, how they want to travel.

### News

[IFluxo Participates in Seminar about mobility](#)

### Products