

18th World Congress on Intelligent Transport Systems

TECHNOLOGY SHOWCASE VILLAGES



October 16-20, 2011
Orange County
Convention Center
Orlando, Florida

SAFETY VILLAGE

- S1:** GM
- S2:** Denso / Econolite
- S3:** Siemens
- S4:** I-95CC / NYSDOT
- S5:** Raytheon
- S6:** Toyota
- S7:** TransCore
- S8:** USDOT / CAMP

ENVIRONMENT VILLAGE

- E2:** Imperial College
- E3:** Ricardo
- E4-5:** SwRI
- E6:** Telvent
- E7:** AERIS USDOT

PRICING VILLAGE

- P1:** Battelle
- P3:** TransCore
- P4:** ACS
- P5:** Kapsch
- P6:** AASHTO

MOBILITY VILLAGE

- M1-2:** Sensys Networks
- M3:** GEWI / BMW
- M4:** Alcatel-Lucent
- M5:** Iteris
- M6:** Lynx
- M7:** FDOT



SAFETY VILLAGE

General Motors: V2X Smartphone Integration

Safety Village booth **S1**

General Motors will demonstrate how smartphones can be used to enhance driver awareness of other vehicles, the roadway and pedestrians or bicyclists. *Ride along. Registration at booth.*

General Motors: Electric Network-Vehicle (EN-V)

Safety Village booth **S1**

EN-V is designed to provide urban mobility solution to address environmental issues and to alleviate concerns surrounding traffic congestion, parking availability, energy consumption and affordability for tomorrow's cities. *Audience Viewing. No tickets needed. Schedule available at booth.*

DENSO/Econolite: Intersection Safety and Mobility

Safety Village booth **S2**

Denso/Econolite and University of Arizona will provide a demonstration showing how connected vehicles technology will be used to affect the safe and efficient movement of traffic through a network of signalized intersections. *Ride along. Tickets at booth.*

Siemens: Interoperable Vehicle Priority

Safety Village booth **S3**

Siemens will showcase its Connected Vehicle technology used to provide First Responders, Transit agencies, Freight operators and Traffic Management staff with an interoperable wireless connection from vehicles to traffic signals. *Ride along. Tickets at booth.*

I-95 Corridor Coalition/ NYSDOT: Commercial VII

Safety Village booth **S4**

The I-95 Corridor Coalition, New York State Department of Transportation and Commercial Vehicle Infrastructure Integration will be demonstrating safety and mobility applications between the vehicles and roadside infrastructure (V2I/I2V) and vehicle to vehicle (V2V) communication. *Ride along. Tickets at booth.*

Raytheon: Infrastructure BSM Generator for V2V

Safety Village booth **S5**

Raytheon "Infrastructure BSM Generator" (IBG) equipment is deployed on existing infrastructure on International Drive. IBG will detect unequipped vehicles in normal public traffic and broadcast BSMS for them. RSEs will receive BSMS from equipped and IBG-detected vehicles. Traffic Management Center display will show more dense BSM receipt at the IBG deployment location. *No rider-ticketed vehicle demonstration.*

Toyota: Collision-Avoidance Typed PCS

Safety Village booth **S6**

The Collision-Avoidance Support PCS is an autonomous vehicle system that detects pedestrians using camera and radar sensors. The system will stop the vehicle using automatic braking to avoid collisions with pedestrians. *Ride along. Preregistration www.itsworldcongress.org/techshowcase_toyota.html.*

USDOT/CAMP Connected Vehicle Demonstration

Safety Village booth **S8**

Connected Vehicle Cooperative Safety Systems use 5.9 GHz Dedicated Short Range Communications (DSRC) to enable vehicle active safety systems that may help drivers avoid crashes. Participants will ride in the vehicles and experience the effectiveness of the safety applications in various potential crash scenarios. *Ride Along. Pre-registration at www.v2vtechreview-florida.com.*

ENVIRONMENT VILLAGE

Imperial College: Mobile Environmental Sensing

Environment Village booth E2

An advanced, multi-species pollution sensor will be mounted on the roof of a demonstration vehicle travelling around the network. Data will be transferred live via a GSM data connection to a remote database server. An internet-connected screen in the demo area displays environmental conditions around the network, historical data, and details of the system and its operation.

No rider-ticketed vehicle demonstration.

Ricardo: EcoGreen

Environment Village booth E3

Ricardo will unveil its fuel-efficient demonstrator at the 2011 ITS World Congress. Using GPS navigation, enhanced map data, and traffic signal phase and timing data, Ricardo's demonstrator will improve fuel efficiency by up to 25 percent. Ricardo's fusion of commercial technology and advanced technology could provide fuel savings as much as \$1,000 a year per passenger vehicle.

No rider-ticketed vehicle demonstration.

SwRI: CO2 Emissions

Environment Village booth E4

An RSE network is deployed in Orlando, Florida supporting Connected Vehicle demonstrations. On-board vehicle sensors capture real-time data, including emissions, speed, location, RPM and other vehicle data and transmits it thru the 5.9 MHz OBE DSRC radio. 25 RSE's deployed along Orlando's roadways collect data from OBE equipped vehicles and transmit the data to the regional Traffic Management Center.

No rider-ticketed vehicle demonstration.

Telvent: TRACE Air Quality Platform

Environment Village booth E6

This is a demonstration of an integrated platform including environmental and traffic management systems. This system has been designed to improve operation and evaluation of the deployed ITS technologies and strategies. This demo will be achieved through the use of roadside air quality monitoring sensors, local traffic detectors, and weather information.

Attendees will see real-time air quality data and "hot spots" correlated with traffic congestion from two sites.

No rider-ticketed vehicle demonstration.

USDOT AERIS: Applications for the Environment: Real-Time Information Synthesis (AERIS) Sponsored by U.S. DOT

Environment Village booth E7

The AERIS booth expects to highlight AERIS research findings to date, including results of State-of-the-Practice reports

and the interim results of the seven research awards made from the Broad Agency Announcement in Fall 2010. Researchers will be on hand to discuss their work and answer questions.

No rider-ticketed vehicle demonstration.

PRICING VILLAGE

Minnesota DOT and Battelle: Minnesota Road Fee System

Pricing Village booth P1

This system integrates Connected Vehicle applications with a Mileage-Based Fee Collection application onto a commercially available portable computing hardware solution. This system provides benefits to transportation system operators by providing a direct link between transportation roadway usage and fee collection in an environment where fuel tax revenues are declining. The developed system will be on display and can be checked out by the public to "try-out" the system.

No rider-ticketed vehicle demonstration.

TransCore: Coast to Coast Freedom with National Interoperability

Pricing Village booth P3

National interoperability is the future of electronic toll collection (ETC), a solution that helps reduce congestion and is key to increasing driver satisfaction across the nation. Attendees will observe how our multiprotocol technology is making national interoperability achievable today. TransCore will also demonstrate how the eZGo Anywhere™ On-Board Unit (OBU) can be read by various U.S. tolling system's readers.

No rider-ticketed vehicle demonstration.

ACS/Xerox: Congestion Management through Pricing and Dynamic Pricing

Pricing Village booth P4

Effective congestion management is achievable through strategic use of technology and pricing solutions. Come see us demonstrate road usage pricing using both GPS technology and transactions generated from RSEs. Our Dynamic Pricing solution will be simulated and shown through our Traffic Management and Toll Management system. That is the ACS difference.

No rider-ticketed vehicle demonstration.

Kapsch TrafficCom

Pricing Village booth P5

Kapsch TrafficCom continues its commitment to the development of 5.9 GHz DSRC technology by demonstrating the latest advancements in commercially available components for ITS applications. Together with the Florida's Turnpike Enterprise (FTE), Kapsch TrafficCom IVHS will demonstrate in-vehicle traveler information, high-speed open road tolling and commercial vehicle electronic screening on State Road 528.

Ride along. Tickets at booth.

MOBILITY VILLAGE

Sensys Networks

Mobility Village booth M1

Sensys Networks presents VDS240 wireless vehicle detection system and will showcase its Arterial Travel Time deployment along Orlando's busy International Drive. Delegates will view real-time traffic conditions and travel times along I-Drive via SNAPS, now integrated with Google Maps for accurate, and dependable congestion mapping.

No rider-ticketed vehicle demonstration.

GEWI/BMW

Mobility Village booth M3

Visitors to ITS World Congress can register for a ride-along in the GEWI / BMW Local Hazard Warning demonstration several ways. By visiting the GEWI or BMW exhibits or some walk-up positions may be available on a first-come, first-served basis in the outdoor demonstration areas.

Ride along. Tickets at booth.

Alcatel Lucent: Real-time Incident Monitoring Mobile Video Streaming Over LTE

Mobility Village booth M4

This Alcatel-Lucent /AXIS demonstration showcases real-time high bandwidth fixed and mobile video streaming and monitoring for real time incident detection using LTE technology. Attendees will be able to ride along in a police cruiser mockup and view live video streams in the moving car from other locations as well as view transmission of video streams from the car to the inside and outside booths.

Ride along. Tickets at booth.

Alcatel Lucent: ALU parking lot Intelligent Travel Time System

Mobility Village booth M4

This Alcatel-Lucent will demonstrate Intelligent Travel Time System (ITTS) demo for real-time travel time using Bluetooth technology. Data collected from the ITTS sensors will be backhauled to the indoor and outdoor booths using LTE technology. Attendees will be able to interact using an enhanced GUI that will display rich features. Attendees will also be able to participate, via personal Bluetooth mobile devices in a demo car.

Ride along. Tickets at booth.

Alcatel Lucent: ALU Roadside Intelligent Travel Time System

Mobility Village booth M4

This Alcatel-Lucent demonstration showcases a roadside Intelligent Travel Time System (ITTS) demo which provides a Real-time representation of Road Congestion and Travel Time information using Bluetooth technology. Attendees will be able to interact using an enhanced GUI that will display rich features such as Alternative

Showcase Hours

Monday, October 17

Noon – 6:30 p.m.

Tuesday, October 18

8:00 a.m. – 5:30 p.m.

Wednesday, October 19

8:00 a.m. – 5:00 p.m.

Thursday, October 20

8:00 a.m. – 3:30 p.m.

Route selection, prediction of traffic behavior for travel planning and view Traffic Patterns/trends throughout the day.

No rider-ticketed vehicle demonstration.

Iteris/Post Oak Traffic System: Bluetooth Travel Time display

Mobility Village booth M5

Iteris will showcase an innovative arterial travel time measurement system that leverages Bluetooth technology within cell phones and Bluetooth-equipped devices. The demonstration will show current probe-based travel times based on a sampling of traffic flow between the Bluetooth detection points. Attendees will experience the unique graphical user display and enhanced real-time data collection capability that includes counts, speed, and occupancy.

No rider-ticketed vehicle demonstration.

LYNX: Transit On-board Real-time Traveler Information

Mobility Village booth M8

This system will provide LYNX transit service information, advertising, and event information to conference attendees at the Convention Center, at the Airport, and on LYNX buses traveling on Link 42 and/or 111 between the airport and International Drive. It will also demonstrate the LYNX TCIP Traveler Information Pilot, currently running at the LYNX Central Station on Links 4 and 50. The exhibit will demonstrate Automatic Vehicle Location mapping, and the provision of service information, and advertising at a fixed location.

No rider-ticketed vehicle demonstration.

Florida Department of Transportation

Mobility Village booth M7

FDOT has deployed roadside equipment (RSE) units in an area around the Orange County Convention Center. These RSEs will interface with demonstrators' onboard equipment (OBE) and connect to the FDOT District Five SunGuide® advanced transportation management system production software through the District's fiber optic network. Signal phasing and time (SPaT) controllers are deployed and will interface with RSEs which will broadcast the SPaT data to the demonstration OBEs. The information received by these units will provide drivers with feedback.

No rider-ticketed vehicle demonstration.