



## 18<sup>th</sup> World Congress Media Kit Fact Sheet

### 18<sup>th</sup> World Congress on Intelligent Transport Systems

The 18<sup>th</sup> World Congress on Intelligent Transport Systems being held October 16 - 20, 2011, is *the* most important transportation technology event of 2011 and it will showcase Orlando to the world as an international destination on the cutting edge of transportation technology. Orlando was chosen to host this year's World Congress not just because it is a world class destination for tourism, but also because the region has an excellent intelligent transportation infrastructure that can support such an event which is a status that only a few cities in the United States can claim.

The World Congress, co-sponsored by ITS America, ITS Asia-Pacific, and ERTICO-ITS Europe, is an international meeting and exhibition that rotates among three major geographic regions (Americas, Europe and Asia Pacific) annually. Only held in the United States once every three years, the 18th World Congress on Intelligent Transport Systems, combined with ITS America's 2011 Annual Meeting & Exposition, will feature cutting-edge transportation solutions and is expected to draw more than 8,000 delegates from more than 65 countries, including legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders. They will all gather with the goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide.

This year's World Congress features a high-powered and dynamic lineup of speakers including U.S. Transportation **Secretary Ray LaHood**, **Deputy Secretary John Porcari**, National Highway Traffic Safety Administration (NHTSA) **Administrator David Strickland**, National Transportation Safety Board (NTSB) **Chairman Deborah Hersman**, Research and Innovative Technology **Acting Administrator Greg Winfree**, Ford Motor Company Executive Chairman **Bill Ford**, General Motors Vice President of Global R&D **Alan Taub**, Florida **Governor Rick Scott**, House Transportation and Infrastructure (T&I) Committee **Chairman John Mica (R-FL)**, Orlando **Mayor Buddy Dyer**, Orange County **Mayor Teresa Jacobs** and Florida DOT **Secretary Ananth Prasad**.

In addition to the featured speakers, the World Congress will offer more than 300 sessions and provide attendees with an array of tailored session tracks focused on topics such as Traffic Congestion and Management, Highway and Vehicle Safety, Next Generation Traveler Information and Consumer Applications, Performance Measurement, Sustainability, Mobility and Operations and many others.

Attendees can also peruse the 350,000 square foot exhibit hall which will feature more than 200 companies displaying the latest innovations in the ITS industry. There will also be four Technology Showcases that will demonstrate the latest safety, mobility, sustainability and pricing technologies. These showcases will feature 25 live demonstrations that will allow the U.S. Department of Transportation (U.S. DOT) and a host of private sector companies to display the realm of possibilities for "Connected Vehicles" and other technologies on Central Florida's Connected Vehicle Test Bed that will lower driving costs, reduce traffic congestion, improve travel safety and reduce emissions. These next generation solutions are examples of a growing industry that is helping to improve our nation's infrastructure while promoting economic recovery and development.

Finally, through investor matching events for entrepreneurs and networking opportunities at the World Congress, Orlando will become the focal point for international business deals worth and coalitions that will help grow the U.S. Intelligent Transportation economy that is expected to add between \$2.7 billion to \$4.2 billion in ITS private sector revenues per year through 2015.

### **Central Florida's Test Bed**

As a result of the World Congress and a local collaboration with the U.S. Department of Transportation (U.S. DOT), Central Florida will be gaining new intelligent transportation technologies including traffic sensors and monitors that will position the Florida Department of Transportation test bed in Orlando as one of only five "National Test Beds" in the country for Connected Vehicles, people and infrastructure. This new Connected Vehicle technology allows cars and roadways to communicate with each other, cutting down on the frequency and seriousness of accidents while lowering driving costs, reducing traffic congestion as well as emissions. The U.S. DOT estimates that these technologies have the potential to address a staggering 81 percent of all unimpaired driver related crash scenarios.

Locally, it will help traffic managers perform research and reduce congestion by improving traffic flow, while in certain areas giving mass transit and emergency responders traffic signal priority for shorter destination times. As an early adopter of new intelligent transportation and Connected Vehicle technologies, the Florida Department of Transportation will be ahead of the curve as they are eventually rolled out nationwide. It will also help attract automakers, researchers, device manufactures and other businesses to come to our region to use the local technologies for their own applied research that can ultimately benefit the economy.

Through this local collaboration between the U.S. DOT, the Florida Department of Transportation (FDOT), Orange County, the City of Orlando as well as other cities and agencies throughout the region, Central Florida will become part of a broader national traffic management system that will be used by U.S. DOT in first-of-its-kind research to determine how Connected Vehicle Test Beds work together as part of an integrated centralized system that will eventually be able to push information to vehicles and traffic managers anywhere in the United States, and vice versa.

Additionally, many of these new systems have been integrated into Florida's operational Sun Guide<sup>®</sup> Advanced Traffic Management System (ATMS), which is deployed throughout the state of Florida to provide real-time traffic data, traveler advisories and information to the traveling public.

### **Connected Vehicles**

Many of the demonstrations at the World Congress will be focused around Central Florida's Connected Vehicle technology test bed for Connected Vehicles, people and infrastructure. Connected Vehicle technologies allow cars to avoid crashes by communicating with each other and the roadway infrastructure. Using GPS, Wi-Fi sensors and a special Federal Communications Commission approved short-range radio frequency, these vehicles share safety information in real-time and drivers receive safety warnings when there is a risk of a crash or other safety hazard.

### **Technology Showcase**

Cutting-edge ITS technology solutions will come to life in real time for 18th World Congress attendees at the interactive Technology Showcase. Set up in the large parking lot adjacent to the Orange County Convention Center and on three Connected Vehicle Test Bed traffic loops throughout Central Florida, the Technology Showcase consists of 25 live demonstrations by leading transportation agencies, including the [U.S. Department of Transportation](#), and private sector companies. This year, the Technology Showcase is organized by themes or "villages" that

highlight a specific use or application. The Village themes are: Safety, Mobility, Environment/Sustainability, and Pricing.

The Safety Village will focus on advanced technologies designed to prevent or reduce accidents and improve overall traffic safety that include lane-keeping technologies as well as collision avoidance systems. Serving to help drive our economy, the Mobility Village will display solutions for cities and states that reduce congestion and keep people and goods moving through integrated network and system improvements that will ultimately ease travel times.

The Environment/Sustainability Village will demonstrate automated traffic management and incident management systems that have proven to cut traffic congestion pollution caused by roadway incidents. Finally, the Pricing Village will exhibit technologies designed to make travel more predictable, reliable and less congested through innovations such as universal electronic tolling and demand based congestion pricing.

The following agencies/companies and their demonstrations are listed below. Attendees should visit the demonstrator booth for information on ticketing unless stated otherwise. Attendees must be registered for the World Congress to participate in the demonstrations:

Toyota – Collision Avoidance Typed PCS <b>Online preregistration at <a href="https://toyota-pcs.secure.force.com">https://toyota-pcs.secure.force.com</a></b>	Minnesota DOT and Battelle – Minnesota Road Fee System
GM – V2X Smartphone Integration Ticketing is available on a first-come, first served basis.	Transcore – Coast to Coast Freedom with National Interoperability Demonstration
GM – Electronic Network-Vehicle	ACS/Xerox – Congestion Management Through Pricing and Dynamic Pricing
DENSO/Econolite – Intersection Safety and Mobility	KapschTrafficCom – Integrated Corridor Operations
I-95 Corridor Coalition/NYS DOT – Commercial VII	Sensys Networks – Arterial Travel Time
Siemens – Interoperable Vehicle Priority	GEWI/BMW – Local Hazard Warning
U.S. DOT / CAMP – Connected Vehicle Technology Demonstration Online Registration at <a href="http://www.v2vtechreview-florida.com">http://www.v2vtechreview-florida.com</a>	Iteris/Post Oak Traffic Systems, Inc. – Bluetooth-Based Arterial Travel Times
Raytheon – Infrastructure BSM Generator for V2V	Iteris - VantageView™
Imperial College – Mobile Environmental Sensing	Alcatel-Lucent – Teleport: Real-Time Travel Time Management
SwRI – Environmental Management	Alcatel-Lucent – Teleport Roadside: Real-Time Travel Time Management
Ricardo – EcoGreen	Alcatel-Lucent – Real-Time Incident Monitoring Mobile Video Streaming Over LTE
Ricardo – Real-Time Information Synthesis	LYNX – Transit On-Board Real-Time Traveler Information
Telvent – TRACE Air Quality Modeling	

#### Technology Showcase Hours

The Technology Showcase will open two hours earlier than the Exhibit Hall on Tuesday, Wednesday and Thursday.

Monday, October 17 – 12:00 p.m. to 6:30 p.m. (Technology Showcase Ribbon Cutting is at noon)

Tuesday, October 18 – 8:00 a.m. to 5:30 p.m.

Wednesday, October 19 – 8:00 a.m. to 5:00 p.m.

Thursday, October 19 – 8:00 a.m. to 3:30 p.m.