

## General Information

What is the World Congress?

The three main world organizations responsible for advancing Intelligent Transport Systems, ITS JAPAN, ITS America and ERTICO - ITS Europe, have agreed that there should be one major international World Congress each year. They aim to provide a prestigious platform for the presentation and discussion of advanced concepts, research results, and deployment activities. It was agreed that each Congress would include a major display of new equipment and systems of operating practices. This initiative has proven to be a successful annual event and beneficial to all participants from government, developers, users, and operators of ITS. Beginning in Paris in 1994, it has rotated around the three regions of Europe, Asia Pacific and North America.

What is ITS?

Intelligent Transport Systems help meet the transportation challenge.

A broad range of diverse technologies, known collectively as intelligent transportation systems (ITS), holds the answer to many of our transportation problems. ITS is comprised of a number of technologies, including information processing, communications, control, and electronics. Joining these technologies to our transportation system will save lives, save time, and save money.

The future of ITS is promising. Yet, ITS, itself, is anything but futuristic. Already, real systems, products, and services are at work throughout the country. The wide-scale development and deployment of these technologies represents a true revolution in the way we, as a nation, think about transportation. While many aspects of our lives have been made more pleasant and productive through the use of advanced technologies, we have somehow been content to endure a transportation system whose primary controlling technology is the four-way traffic signal -- a technology that has changed little since it was first invented. It has taken transportation a long time to catch on, but now the industry is sprinting to catch up.

Fulfilling the need for a national system that is both economically sound and environmentally efficient requires a new way of looking at -- and solving -- our transportation problems. The decades-old panacea of simply pouring more and more concrete neither solves our transportation problems, nor meets Congress' broad vision of an efficient transportation system.

Traffic accidents and congestion take a heavy toll in lives, lost productivity, and wasted energy. ITS enables people and goods to move more safely and efficiently through a state-of-the-art, intermodal transportation system.

Why attend the 15th World Congress on ITS?

Plenary, Executive, Special, Scientific, Technical, and Interactive Sessions Over 300 sessions featuring more than 800 industry experts and world renowned speakers will cover a broad range of ITS issues that are important to you.

**Exhibition** Over 350,000 square feet of exhibits showcasing the latest technologies in the largest exhibition ever for a World Congress.

**Attendees** Expecting the largest attendance - 10,000 participants from more than 45 countries.

**Opening Ceremony, Exhibit Hall Reception, Night in Times Square Special Event, and Closing Ceremony** These special events provide the perfect settings for making business connections that are vital to the success of your organization.

**Demonstrations** The Congress features the largest integrated demonstration of cooperative vehicle infrastructure ITS.

**Technical Tours** A broad range of technical tours will be available to delegates. These tours will feature state-of-the-art facilities, including the New York State Department of Transportation's INFORM Center on Long Island, as well as transport facilities of major significance, such as the George Washington Bridge, known as "the busiest vehicular crossing in the world."

**Award Ceremony** Special ceremony honoring the U.S. winners of the 2008 Best of ITS Awards, ITS America State Chapter Awards, and Student Essay Competition.

**Experience New York** Held in New York for the first time, the city offers an international destination and the world's most intriguing and diverse community with something for everyone: world-class restaurants and shops, the hottest Broadway shows and only-in-New York sights like the Statue of Liberty, Ellis Island, Wall Street, Times Square, etc.