

**IMMEDIATE RELEASE**

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## **DENSO Demonstrates How Cars Connect To Create Safer, Greener Roads**

*--A demonstration on Connected Vehicle technology at the 18th World Congress on Intelligent  
Transport Systems--*

**ORLANDO, Fla.** – Not all car-to-car contact ends in a fender bender; sometimes it leads to a safer, greener, easier commute. DENSO International America Inc. will demonstrate just how ‘talking cars’ connect with other cars and infrastructure to create safe, green roadways at the 18th World Congress on Intelligent Transport Systems taking place at the Orange County Convention Center in Orlando Oct. 16 – 20.

**WHO: DENSO International America, Inc. (DIAM)**

In collaboration with Econolite Group Inc., supplier of traffic control equipment

**WHAT: Intelligent Intersection Safety and Mobility Technology Demo**

You’re invited to ride in a ‘talking bus’ and see first-hand how Connected Vehicle technology works to create safer, greener roadways.

Connected Vehicle technology has the ability to ensure vehicles move safely and efficiently through a network of signalized intersections to: prevent stop-and-go traffic that wastes time and gas; help prevent crashes; give signal priority to waiting vehicles, emergency vehicles and mass transit for improved destination times; and, allow traffic managers to collect research and manage congestion more effectively.

**WHERE: ITS Technology Showcase: Safety Village Outdoor Pavilion**

(In the parking lot adjacent to the convention center)

**WHEN: Monday– Wednesday Oct. 17 – 19, 2011**

Monday: 1 p.m. – 3 p.m.

Tuesday and Wednesday: 9 a.m. – 3 p.m.

\*Media demonstrations will take place every hour.

**WHY:** This technology will have enormous implications on safety, road congestion, fuel economy, the environment and society in general.**DETAILS: The demonstration will highlight the following:**

- Green Wave Applications: Connected Vehicle sensors on the traffic pole detect changes in traffic conditions, such as increased car volumes approaching an intersection that will extend the green light for better travel times. Drivers with Connected Vehicles will receive notifications from the signals and can be given optimal speeds for making green lights, allowing drivers to catch the “Green Wave” reducing starts and stops.

(more)

- Priority Signal Control for Emergency Vehicles and Transit: Connected Vehicle technology allows the signals to provide signal priority to emergency responder and mass transit vehicles for reduced response times...
- Traffic Data Management for Traveler Information Systems: The Connected Vehicle technology for the demonstration will help identify traffic patterns and other valuable information such as traffic volume, average speeds and real-time video images that will be provided to the Orange County Traffic Management Center.

**Please call Bridgette LaRose Gollinger to schedule a time.** No registration is necessary to participate in the live technology demonstration. However, media must register for the 18th World Congress on Intelligent Transport Systems to gain entry to the ITS Technology Showcase: Safety Village Outdoor Pavilion. Complimentary World Congress registrations are available for working trade, business, and consumer reporters, as well as freelance writers and analysts who work in the automotive, transportation or business fields. Click [here](#) to register.

**QUESTIONS:** If you have any questions, would like to schedule a time or would like more details, please contact **Bridgette LaRose Gollinger** at:

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