



18th World Congress on
Intelligent Transport Systems
Keeping the Economy Moving
October 16 - 20, 2011



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World Congress Live Demonstrations Announced - Will Showcase Cutting Edge Surface Transportation Technologies

Twenty-five live technology demonstrations, including lifesaving Connected Vehicles, will bring the future of transportation to life in Orlando at the 18th World Congress on October 16-20

Washington, DC—The nation's largest transportation technology association, the Intelligent Transportation Society of America (ITS America), announced today that it has selected 25 live demonstrations that will bring the future of transportation to life at the 18th World Congress on Intelligent Transport Systems in Orlando, FL on October 16-20.

U.S. DOT and a host of private sector companies will display the realm of possibilities for "Connected Vehicles" and other technologies 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.

"We're extremely excited to see some of these concepts in action," said Scott Belcher, president and CEO of ITS America. "From cars that brake when they detect pedestrians to digital road signage on the dashboard to vehicle systems that help save gas money and the environment, these demonstrations will show it all. This is the one time that people will have an opportunity to see and experience all of these innovative solutions in a single location before they are put into production."

All 25 demonstrations will be a part of the 18th World Congress' interactive Technology Showcase that attendees will be able to experience at the Orange County Convention Center and in the local community. The Technology Showcase this year has been organized into themed "villages" that highlight a specific use or application for areas including 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. 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 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 Online preregistration at https://toyota-pcs.secure.force.com	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 Review Online Registration at http://www.v2vtechreview-florida.com	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	

Many of the demonstrations in the Technology Showcase will be focused around the 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, WiFi 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. The U.S. DOT estimates that these technologies have the potential to reduce accident fatalities by a staggering 81 percent in all unimpaired driver related crashes.

This Connected Vehicle Test Bed infrastructure will remain in place after the World Congress, positioning Central Florida as national research test bed for the growing intelligent transportation industry.

Join us in Orlando this October to experience the cutting-edge of transportation with industry leaders and decision makers from across the globe. For the latest updates on the event or to register, please visit the World Congress website at <http://www.itsworldcongress.org>.

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About World Congress

The World Congress on Intelligent Transport Systems 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 Transportation Systems, combined with ITS America's 2011 Annual Meeting & Exposition, will come to Orlando, Florida on October 16-20, 2011, and the world's leading transportation policy makers, technology, and business professionals will gather in Orlando with a goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide.

Co-sponsored by ITS America, ITS Asia-Pacific, and ERTICO-ITS Europe, the 18th World Congress is expected to draw more than 10,000 delegates from more than 65 countries, including legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders.

About the Intelligent Transportation Society of America

ITS America was established in 1991 as a not-for-profit organization to foster the use of advanced technologies across America's surface transportation system. As the leading advocate for transportation technology development and deployment in the United States, ITS America has several hundred member organizations including private companies and industry leaders, government agencies at all levels, universities and research laboratories. For more information, visit www.itsa.org.