



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



## 18<sup>th</sup> World Congress News Conference 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.

Held once every three years in the United States, this international exhibition 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.

In addition to having over 250 sessions focused on transportation technology trends, a 350,000-square-foot exhibit hall will highlight the latest global ITS solutions. There will also be 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 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.

Through investor matching events for entrepreneurs and networking opportunities at the World Congress, Orlando will become the focal point for international business deals worth potentially millions of dollars 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 reduce accident fatalities by a staggering 81 percent in all unimpaired driver related crashes.

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 manufacturers 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.

### **Intelligent Intersection Safety and Mobility Technology**

In a partnership between DENSO International America and the Econolite Group Inc., they will demonstrate at the World Congress how Connected Vehicle technology could be used to ensure that vehicles move safely and efficiently through a network of signalized intersections. By using Road Side Equipment (RSE) devices in conjunction with traffic cameras and signal controllers, the demonstration will show how different traffic signals work with each other and vehicles for better signal timing 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. The demonstration will show the following:

- **Green Wave Applications:** In order to create a coordinated traffic signal timing strategy, the 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.

- 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 better destination times.
- Traffic Data Management for Traveler Information Systems: The Connected Vehicle technology for the demonstration will help determine 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.

The traffic detection camera being installed at the intersection today will remain as part of the Central Florida traffic management system after the World Congress. It will later be used to give signal priority to vehicles waiting at the intersections, provide real-time video to traffic managers, collect traffic volumes, average speeds and allow for congestion management and research.