



## Safety first:

Brock Aun of Haas Alert, which helps drivers to avoid hazards on the road by giving them real-time warning messages

# BE READY BEFORE YOU ASK FOR FUNDING, WARNS USDOT

**P**olly Trottenberg, deputy secretary at US Department of Transportation, had a polite but firm message for companies and agencies seeking funding from the government: make sure you are ready before asking for money.

ITS America president & CEO Laura Chace asked her at

the second plenary session of the Conference & Expo what transportation agencies can do to effectively compete for grants – and how could they be as prepared as possible.

“Our door is open for everyone to come in and talk through your needs,” Trottenberg said. “But I would just say as you are preparing

applications, the biggest problem we’re seeing is project readiness.

Projects come to us and they haven’t really thought through the details, the design, they don’t have their local map, there is community work to be done. It is a better use of your time and a better use of our time if you get the project really

ready before you come in the door.”

Trottenberg added: “There’s sometimes a perception that ‘we’ll get a little federal money and then that will help kind of make everything happen.’ It’s actually a little bit the opposite: you’ve got to have things pretty ready to go and then come to seek that federal funding.”

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# USDOT and Leidos team up to protect pedestrians

**A** public, private partnership between the US Department of Transportation (USDOT) and Leidos is laser focused on improving pedestrian safety. The resulting Saxton Transportation Operations Laboratory (STOL) in McLean, Vir. is demonstrating its crosswalk perception solution in the exhibit hall at this week's ITS America Conference & Expo.

According to Leidos engineer William Martin (left), the demonstration uses a thermal detection camera to identify a pedestrian approaching a

mocked-up crosswalk that traverses the USDOT booth. The data is sent to a V2X hub installed above the intersection that broadcasts a standard message set over the 5.9 GHz band. Based on the SAE J2735 pedestrian safety message, the notification is received by an on-board unit in the lab's vehicle. Already equipped with video cameras and Lidar, the vehicle's V2X system enhances detection of pedestrians by adding non-line of sight recognition and tracking. Still in development, the crosswalk perception

solution is part of the lab's cooperative driving automation (CDA) program that enables automated vehicles to cooperate through communication between vehicles, infrastructure, pedestrians, cyclists and other road users.

"We're really focused on how infrastructure can play a role in enabling pedestrian safety," added Sudhakar Nallamothe (right), CDA program manager for the Federal Highway Administration.

► **Booth 829**  
[highways.dot.gov](http://highways.dot.gov)

## And the winners are...

The winner of the Best of ITS Awards was announced in a ceremony yesterday, featuring five innovative ITS projects that benefit communities around the US.

Lidar leader Aeye took home the award with its ultra-long

range automated incident detection (AID) deployment with the Minnesota Department of Transportation's cold-weather pavement testing facility. The solution is the first AID deployment of 800m—a major upgrade over the facility's 300m

solution—providing reliable lifesaving detection, even in harsh winter conditions.

An intersection safety project in Phoenix, a V2X data exchange platform programme in Florida, an autonomous shuttle pilot in Grand Rapids, Minnesota,

and a traffic congestion study in Nashville were the other finalists.

ITS Georgia won the Best State Chapter Award—providing much needed momentum in advance of the 2025 ITS World Congress set to be hosted in Atlanta.



# Creating Umovity was a “goosebump” moment

**P**TV Mobility (known mainly for planning software in Europe) and Econolite (traffic operations in North America) were brought together earlier this year under the brand name Umovity. Abbas Mohaddes (pictured), Umovity chairman of the board – who was then president and CEO of Econolite – recalls the early conversations about the move. “The first question was: what would that mean?” he says. “What if we bring together those two big, successful organisations from two continents and covered the A-Z for the industry – that’s when we really started getting goosebumps. Now we have a product we can promote globally – that resonated with everybody.”

As a board member of ITS America, Mohaddes celebrates the organisation’s role in promoting road safety. “ITS America has always been focused on using technology



for safety and the mobility of all,” he says. He points to the way that disciplines such as computing, forecasting and traffic management have come together over the years – and

is delighted the Conference & Expo is back in Texas, where he started his career as a traffic engineer 40 years ago. “Texas has always been one of the big hubs of innovation and technology in

the world,” he says. “And Texas DOT is one of the most active, innovative and informed DOTs in the US.”

► **Booth 1007**  
[www.econolite.com](http://www.econolite.com)

## TRAFFIC LOGIX FOCUSING ON THE MIDDLE

After testing its video-based AI traffic counter in emerging markets, Traffic Logix is ready to tackle the US. market—focusing on mid-sized cities and municipalities with dynamic traffic data needs.

The ARGOS counting and classification system provides highly accurate traffic volume and classification counts at intersections—tracking traffic data such as volume, direction, speed and turning counts. The detailed data and traffic counts assist traffic engineers in long-term planning and help police departments make data informed decisions about traffic enforcement.

A modular system that can

be deployed in minutes, ARGOS analyses traffic data in the camera rather than having to upload it to the cloud for processing. Combined with its mobility, this edge computing architecture reduces networking and connectivity requirements, making it a more affordable traffic data management option.

“We’re not looking to replace big deployments,” admitted James Weatherall, the company’s executive vice president. “We fill a nice niche in the middle based on our efficient design that is ideal for mid-sized municipalities.”

► **Booth 616**  
[www.trafficlogix.com](http://www.trafficlogix.com)



Mark Gregory  
of Traffic Logix

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Nora Ali of Clearview

# Clear the way for Clearview

**C**learview was born out of a desire to innovate while making roads safer and more intelligent. The company invented the first automatic traffic counter in the 1970's and the world's first solar road stud in the 1980s. Now, as urban expansion creates even greater challenges related to road safety, mobility, population and the

environment, Clearview has responded to client needs by continuously improving and innovating its wide range of products and software solutions.

Examples include SolarLite, a solar-powered LED road stud for emission-free delineation. It offers drivers 10 times greater visibility of the road ahead than traditional road studs. There

are also hard-wired intelligent road studs that provide drivers with advance awareness of the road ahead. Clearview's Connex Hardware Platform provides real-time vehicle, pedestrian and bicycle classification allowing transport authorities to have up-to-date data for analysis and planning. Meanwhile, Insight - the company's cutting

edge data management platform with integrated computer vision - provides a suite of applications and tools for device management, data collection and analysis. It all helps highways operators develop and improve their transport network.

► **Booth 1662**  
[www.clearview-intelligence.com](http://www.clearview-intelligence.com)

## LIDAR INSIGHTS FROM OUTSIGHT

Even the most talented engineers struggle to integrate real-time 3D Lidar data into their applications. This is especially true when developing scalable and production-ready solutions - and not only demonstrators.

Image processing techniques don't work well with 3D data. Machine learning applied to point-clouds is complex and in its infancy. Meanwhile, the amount of 3D data to be processed is growing exponentially.

The lack of a standard - and there are more than 50 manufacturers - makes the integration even more challenging and slows down a product's time-to-market.

Native, efficient and production-ready 3D processing software is required for LiDAR technology to scale in mainstream applications.

Outsight's Augmented Lidar Software is a real-time 3D LiDAR solution, that enables application developers and integrators to easily use LiDAR data from any supplier



Steve Ehrs of Outsight

and for any use case outside of automotive (Smart Infrastructure, Robotics, Industrial).

From object detection and tracking to simultaneous localisation and mapping, as

well as point wise classification - Outsight can do it.

► **Booth 401**  
[www.outsight.ai](http://www.outsight.ai)



# The ultimate sensor in ITS.

## Transforming data into intelligence

With traffic management centers constantly working to keep traffic moving safely and efficiently, there is an ongoing intense pressure to meet the challenges of the road. Did you know you can leverage the power of your networked devices to provide valuable insight? By combining the high-quality video from IP cameras with ITS-specific applications, the camera can become the ultimate sensor in ITS, working to turn raw data into useful intelligence. This gives TMC's a real-time advantage to understand what's happening on the road.



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Learn more about intelligent traffic solutions, visit: [axis.com/traffic](http://axis.com/traffic)



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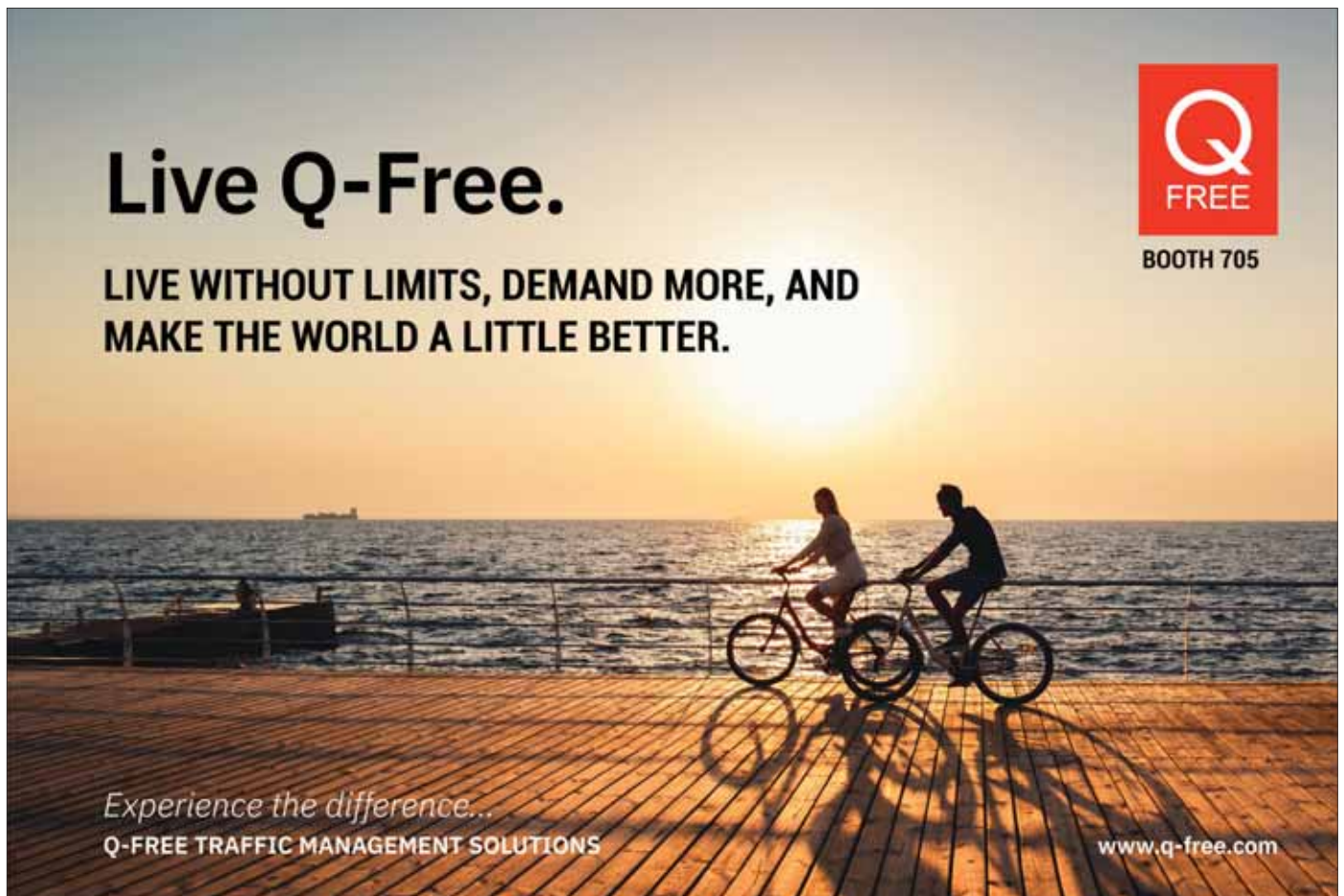


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# VISIBILITY WITH VIS/ABILITY

**E**mpowered with the most adaptable, flexible and automated platform anywhere, Activu says that its next-gen traffic management centres (TMCs) resolve incidents faster and reduce team fatigue. All this is done without the need for limiting proprietary hardware.

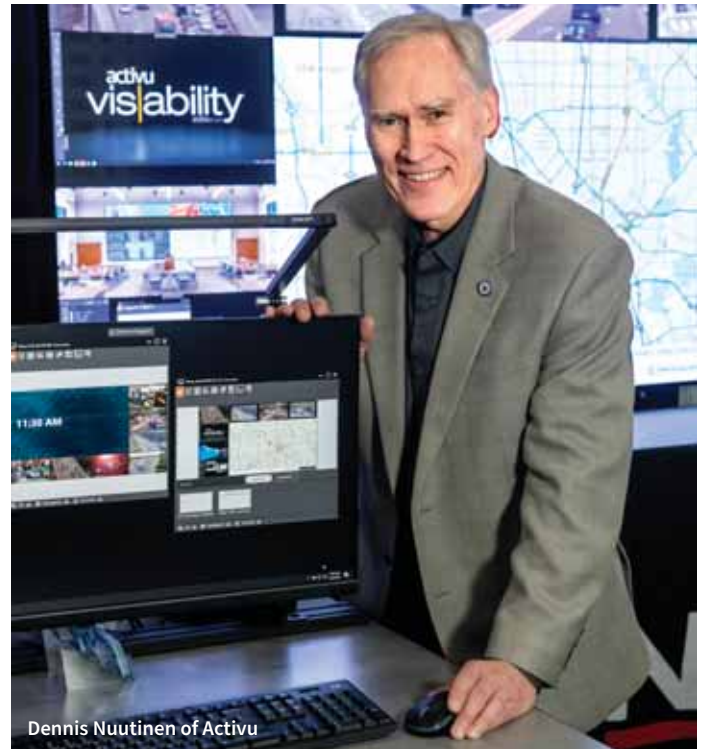
At the core of an Activu 'Next-Gen Control Room' is Activu's vis/ability software that bundles any video streams, internal or external devices, apps and resources into an organised, dynamic view of the entire operation. This is all made sharable and interactive on video walls, workstations, conference rooms, remote and mobile devices.

In critical moments, sources like Waze can trigger instant change-of-context in control room displays, automatically

pairing real-time video and map feeds with other relevant content. Targeted alerts for key teams and virtual video walls accessible anywhere enhance team acuity and collaboration for faster incident resolution. At the same time, it removes information overload that often plagues control rooms.

Activu says that thousands of control rooms already trust the company and tens-of-millions of drivers in the most populous regions depend on Activu to get home safely. With solutions that scale for any operation, Activu designs, builds, and activates control centres that orchestrate the world's most critical operations in traffic, public transit, security, emergency operations and utilities.

► **Booth 717**  
<https://activu.com>



Dennis Nuutinen of Activu

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Detection

Stopped Vehicle  
Detection

Queue Length  
Detection

**SEOUL  
ROBOTICS.**

**Booth #1222**

## Yes to NoTraffic

NoTraffic's mobility platform with cutting-edge technology and AI and cloud computing can be installed at signalised intersections to provide a critical digital foundation for advanced mobility applications.

NoTraffic says that its platform reinvents how cities manage transport networks in real-time. It identifies, classifies and tracks all road users, including passenger and non-passenger vehicles, bikes, e-scooters, buses and pedestrians for seamless and safe mobility experiences.

The system provides all-weather sensors as well as camera- and radar-based sensors installed at intersections to accurately predict arrival times. It accordingly coordinates the traffic light system's timing autonomously to maximise traffic flow – reducing congestion and emissions, prioritising different types of vehicles and other roadway users to reduce accidents.

The NoTraffic platform can be retrofitted to any intersection worldwide and transform it into cloud-connected and fully autonomous infrastructure in less than two hours. Using an SaaS solution that runs on NoTraffic proprietary hardware, the company provides support, updates and upgrades - all over the air.

The platform from NoTraffic - one of TIME's 100 Most Influential Companies in the World for 2022 - is delivered as a managed service with monitoring and support 24/7 for 365 days a year.

► **Booth 817**  
[www.notraffic.tech](http://www.notraffic.tech)





## ***Proven Cloud-based Platform*** ***for Advanced Traffic Management Systems***

The **Centracs® Mobility platform** offers customers complete flexibility as an on-premise or cloud-based solution that provides the features of Centracs, combined with the data analytic capabilities of Signal Performance Measures (SPM), as well as timing pattern optimization, Signal Control Priority (SCP), and an entirely new way of providing adaptive signal control, delivering new levels of traffic signal control and intelligent automation.

Visit us at **Booth #1007** to learn more about the advanced capabilities of Centracs, as well as the additional software offerings available from PTV Mobility.

# Iris makes US push

**A**fter years of expanding globally, Canadian ITS company Iris is ready to make a push into the lucrative US market—hoping that its experience providing custom solutions to transit agencies on five continents will convince state DOTs and municipalities

that it can meet their dynamic road maintenance needs.

The company's computer vision AI maintenance solution IRIS GO helps transportation agencies and private entities automate road upkeep and stay in compliance of road condition regulations.

The company's dashcams can be deployed in patrol vehicles where they collect data on road and traffic infrastructure damage.

According to Joe Quaresima, the company's vice president of global sales, Viva can then automatically create a work

order and prioritise jobs based on priorities. A broken stop sign would be prioritised over a minor pot hole, for example.

Iris Go is already deployed in three US states—Colorado, Florida and Texas.

► **Booth 1041**  
[www.irisadgroup.com](http://www.irisadgroup.com)

## Invitation to join the I-Street Living Lab

The I-Street Living Lab is a partnership of the University of Florida Transportation Institute, Florida Department of Transportation, and the city of Gainesville, FL. The collaboration aims to bring together interdisciplinary and multi-agency teams to develop, deploy, and evaluate advanced transportation technologies that have the potential to improve mobility and safety.

I-Street - which stands for Implementing Solutions from Transportation Research & Evaluating Emerging Technologies - is based in Gainesville, and has projects across Florida. It will use the event to strongly emphasise

collaboration with industry and invites interested companies to join its group of industry partners.

Participants in I-Street's industry council have access to unrivalled UF facilities, including the I-Street Living Lab and the HiPerGator AI-Supercomputer. They also have access to faculty and students and are provided opportunities to collaborate on intellectual property (IP) and partner on proposals for national, state, and locally-funded projects.

► **Booth 1411 (McTrans Center)**  
[www.transportation.institute.ufl.edu](http://www.transportation.institute.ufl.edu)

## Onwards to Phoenix for Congress 2024

Following the great success of the ITS Congress & Expo here in Dallas, the next ITS America Conference & Expo 2024 in Phoenix, Arizona, will soon be gearing up for business. Anyone wanting more information about what promises to be another great gathering of ITS professionals and exhibitors - or the upcoming ITS World Congress 2025 in Atlanta, Georgia - they can visit the sales booth 1615 in the exhibition hall.

► **Booth 1615**

## Start using your traffic data in the fast lane

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# Michelin provides actionable insights for road managers

**T**echnological advances like artificial intelligence (AI) offer new solutions to chronic issues. Instead of putting faith into a hunch, large amounts of data can be analysed to confirm suspicions or provide new perspectives.

Michelin Mobility Intelligence (MMI) collects data from vehicles, tyres, and driver experience apps from Michelin group's activities or strategic partnerships and transforms them to build actionable insights for road managers. These insights help road managers to develop more efficient and cost-effective solutions, improve road infrastructure safety management, and to drive energy efficient and sustainable transformation.

MMI's data services and solutions are aimed at making infrastructure better, safer, and greener. It is here to showcase two of its latest releases in the Safer Roads suite. The Vulnerable Road Users suite leverages machine learning to identify highly risky areas for vulnerable road users while the Wrong Way Service helps identify where and when wrong-way events have been happening. MMI says it provides a game-changing perspective to go beyond crash data. With near-miss data comes the potential to identify risky zones and act before crashes occur to reach Vision Zero goals.

► **Booth 917**  
<https://mobilitydata.michelin.com>



Philippe Armand  
of Michelin

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Synapse **ITS**

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# NAVIGATE CLEARLY WITH NAVTECH

**N**avtech is showcasing its highways safety system ClearWay that was recently selected as the automatic incident detection technology for a major highway in Maryland.

Alternative technologies fail when there is low sun reflecting in a driver's eyes, when heavy rain is causing spray or dense fog is impairing visibility. But radar continues to work, improving road safety at the most critical times. In all weather conditions, Navtech's ClearWay will find a stopped vehicle or wrong-way driver in seconds so operators can get assistance to road users faster.

The same system can provide other actionable data to deliver further improvements, such as vehicle count and classification, wrong-way driver detection and hard-shoulder monitoring.

As transportation evolves, Navtech's continuous focus on innovation ensures the system will adapt to meet emerging requirements and deliver new capabilities.



Louise Early of Navtech

Navtech's ITS technology is deployed on highways and in tunnels from Australia and New Zealand to Sweden and across the US. Clearway is proven

effective over large national schemes covering more than 200 miles, with high detection and low false alarm rates. It is designed to operate 24/7 in

extreme environments with no maintenance needs for a decade, says the company.

► **Booth 1241**

[www.navtechradar.com](http://www.navtechradar.com)

## Vaisala weathers the storm

Having difficulty getting accurate road weather measurements from challenging locations? The answer is Vaisala's TempCast and Wx Horizon, an easy and affordable way to meet this challenge.

TempCast is a wireless, pole-mounted sensor that measures air temperature, humidity and surface temperature without ever touching the pavement. With built-in connectivity and power, TempCast can be installed almost anywhere, turning an ordinary road into a smart road. It brings additional observational value from locations between existing road weather stations that were previously hard to measure. It can also be used to build entirely new networks that were not feasible before.

TempCast is the latest IoT-based sensor in Vaisala's offerings. Vaisala

GroundCast, an in-ground IoT-based sensor that measures pavement temperature from different depths, as well as the road surface state, was introduced last year. Both TempCast and GroundCast connect to Wx Horizon, Vaisala's subscription-based weather hazard impact portal that delivers visualisations, alerts and insights on current and future road conditions.

Vaisala says that its groundbreaking weather and environmental technologies have been proven in the most demanding environments. They are routinely used to develop creative, new applications in the areas of traffic management, winter maintenance, advanced automotive applications and beyond.

► **Booth 1101**

[www.vaisala.com](http://www.vaisala.com)



Bert Murillo  
of Vaisala

**F**rustrated by the lack of actual smart city solutions available in the North American market, ITS veteran and entrepreneur Dan Dietrich (pictured) decided to take action. He spent several months bringing the best people from around the industry to research and identify innovative smart city solutions that have delivered real results in markets across Europe and Asia with an eye toward helping bring them to North America. Earlier this year, Dietrich and his team launched his new company, D2 Traffic Technologies—helping companies implement these smart city products in their organisation.

“For 15 years we’ve been talking about smart city, but no well-equipped market with actual products has taken hold,” Dietrich said. “We need to define what smart city is and find industry-leading products to bring to market or, in instances where no existing product exists, develop it ourselves.”



## D2 seeks to disrupt smart city market in North America

D2 is showcasing its first four smart city products at the ITS America Conference & Expo in Dallas this week—including a hydrogen-powered electric

vehicle charging station, a vehicle occupancy detection system, a wind and solar lighting and surveillance system and a license plate reader. According

to Dietrich, these products are available now to the North American market.

► **Booth 720**  
[www.D2Traffic.com](http://www.D2Traffic.com)

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**Qualcomm**







Bryce Karlins and Stephanie Meyer of Auburn

# AUBURN RACING BURNS UP THE TRACK

Conference goers arriving at the Gaylord Texan Resort this week may have noticed a racecar among the various Ubers and hotel shuttles dropping off attendees in the front driveway. But this is no ordinary racecar. It's a fully autonomous Indy Next car capable of traversing a racecourse at speeds up to 130 miles per hour.

The racecar belongs to the Autonomous Tiger Racing (ATR)

team from Auburn University, the sole American entrant in the Indy Autonomous Challenge, a competition among universities around the world to develop and race autonomous racecars on a series of Indy Next racetracks. Led by team lead, Stephanie Meyer, the team is mostly made up of graduate and PhD students in mechanical engineering and software development.

The ATR's car uses a combination of GPS, video cameras, Lidar and V2V and V2X communication and networking to navigate around a racecourse, avoid obstacles and pass competing cars—all at speeds exceeding 100 miles per hour. The hardware is the same for every car in the competition, but teams are tasked with developing the artificial intelligence (AI) and machine

learning (ML) engines that serve as the vehicles' brains.

"The goal, really, is to develop autonomous technology for vehicles that are being tested to the limit," said Bryce Karlins, a graduate student at Auburn and a member of ATR. "And from there, eventually apply them to real-world deployments."

[Eng.auburn.edu/sites/gavlab/indy-autonomous-challenge.html](https://eng.auburn.edu/sites/gavlab/indy-autonomous-challenge.html)

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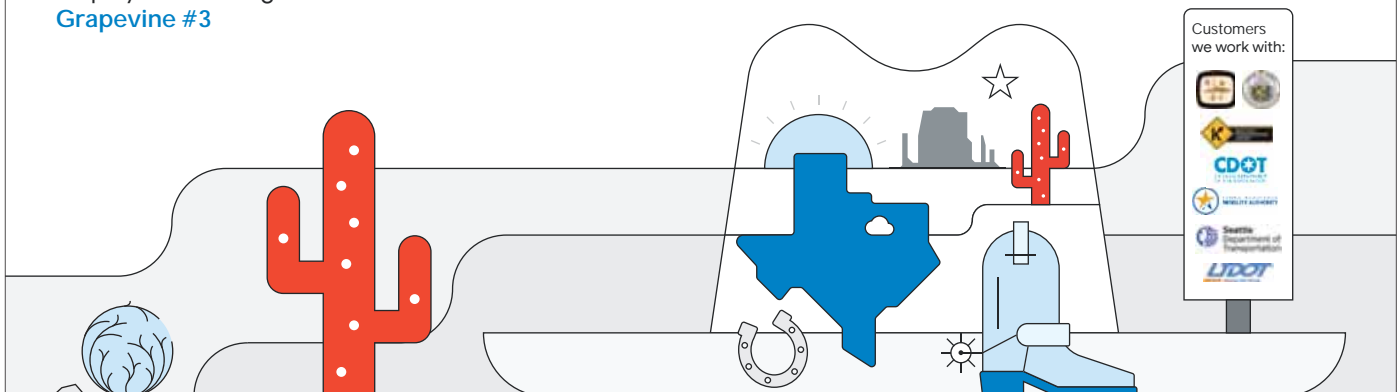
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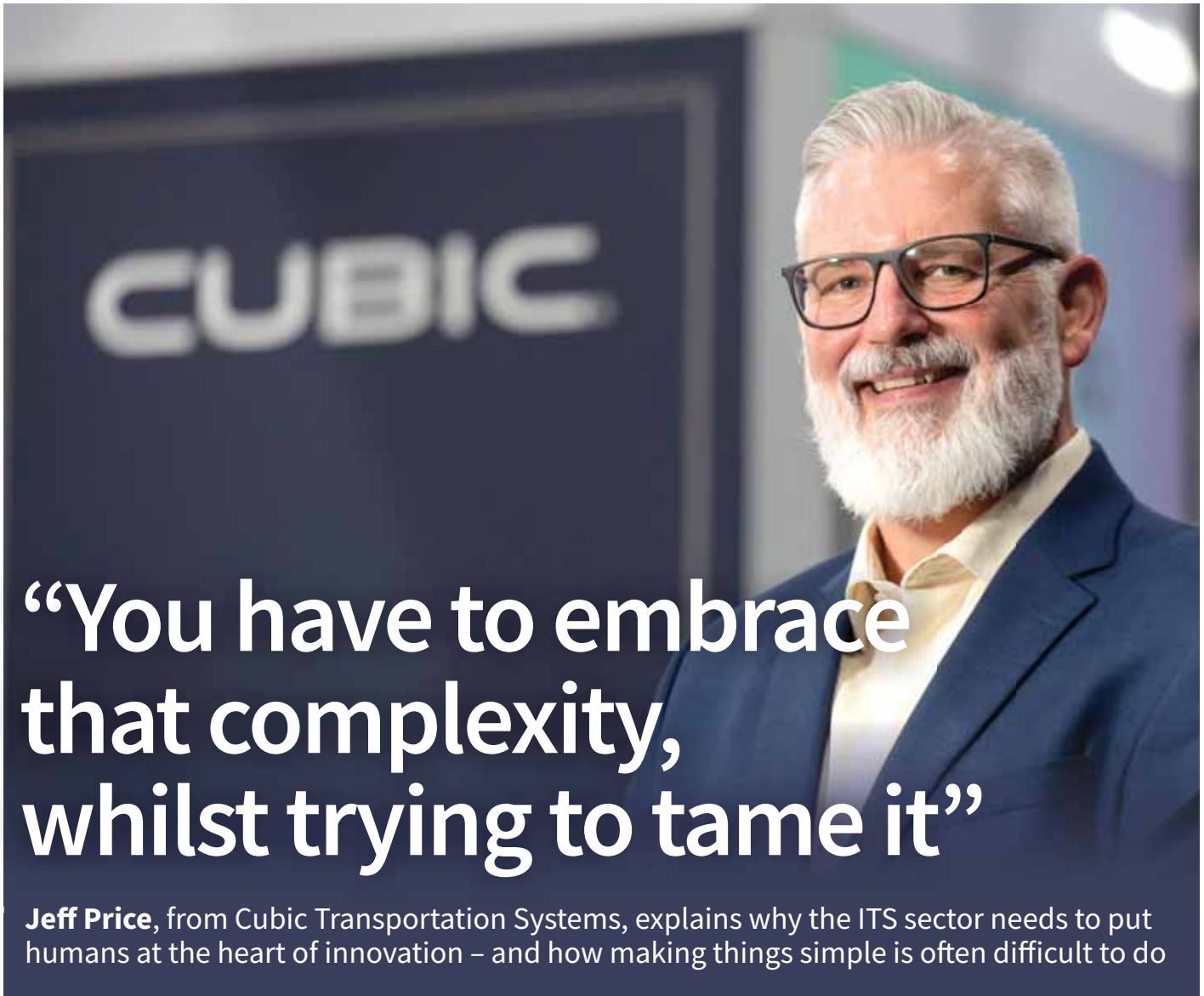
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# “You have to embrace that complexity, whilst trying to tame it”

**Jeff Price**, from Cubic Transportation Systems, explains why the ITS sector needs to put humans at the heart of innovation – and how making things simple is often difficult to do

It is always possible to overcomplicate things – and this is as true in ITS as anywhere else. “Sometimes we see technology that gets seemingly created for its own sake – you know, the hammer searching for a nail,” suggests Jeff Price, VP & GM - ITS at Cubic Transportation Systems.

For software engineers engaged in intelligent transportation projects, algorithms, math, artificial intelligence and machine learning are brilliant tools for solving problems. But they can’t solve everything: “We forget that the whole point of the transportation system is people moving,” Price says.

Cubic has to cater for a variety of users. “They are the people using the software we’ve made, but also people navigating the transportation networks we manage – so we need to make sure we simplify it for them.” Price adds with a laugh: “That doesn’t mean it’s going to be easy for us!”

Within agencies, users will include policy people as well as the traffic engineer, traffic

signal technician, and the contractors who install the equipment. “And if you don’t think about all of those users the proper way, your system isn’t going to work right. It’s garbage in, garbage out.” This is how Price has developed his ideas on the importance of human-centric design in transportation innovation: “What’s the person going to do to configure the system? How long does it take, if they’re standing out in the cold or the heat? Can they see the screen?”

But if you have half a dozen groups to cater for, that also means half a dozen different pain points and preferences, so how do you marry all those up?

“For the most part, those pain points aren’t in conflict with one another,” Price suggests. “They just require you to think about each aspect. A lot of the early work we did in Gridsmart was very much about how do we make it easy to install it physically and remove what we call ‘opportunities for mistakes’. Because people make mistakes. If you can remove opportunities for mistakes,

you get a clean installation. You can do the same thing with your software. It’s like branches of a tree: the more options that you have to do something different ways, the more bugs you introduce. You have to think very deeply about what you’re going to deliver that meets the customer need.”

This makes sense – but there’s a catch. “The trouble is, they don’t ever express the need,” says Price. “They usually tell you what they want, and you have to uncover the need, then you go find the simplest way you can do it.”

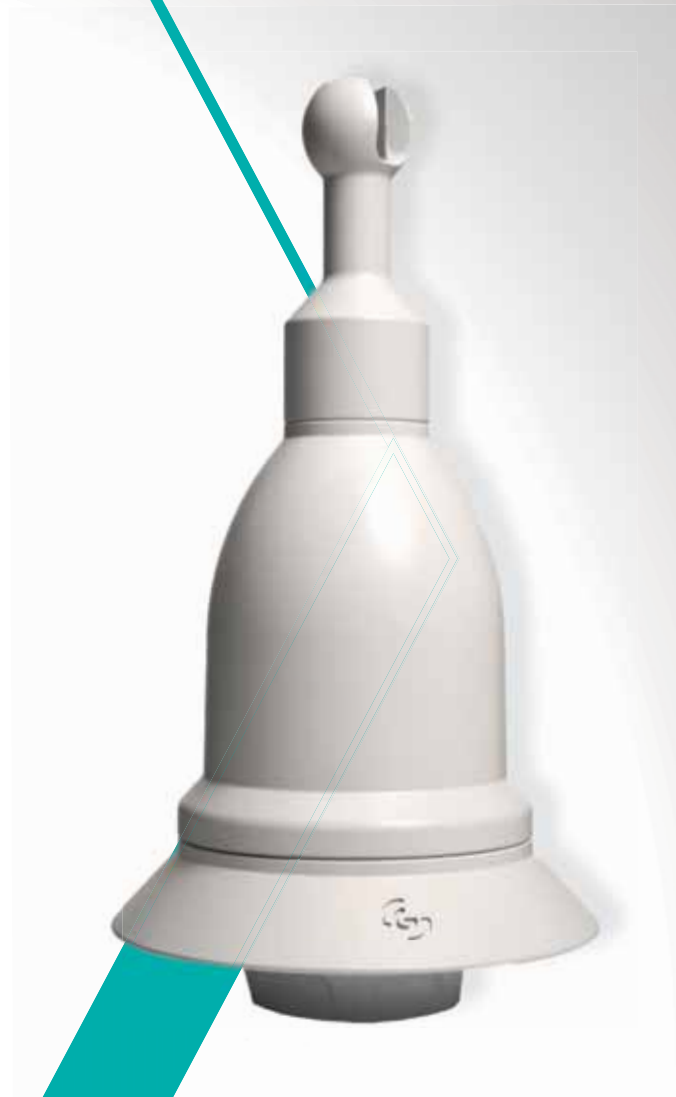
So we’re back to the idea of simplicity in a complex environment. “You have to deliver simplicity to the users – and they are complex human beings,” he continues. “As a creator, you have to embrace that complexity, whilst trying to tame it. If your system is used for and by people, making it simple for them is actually going to be very hard and very complex for you. And if it’s not, I guarantee you’re not doing a good job.” ■

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SCAN ME





“We test our products to complete failure”

**Jason Morrison**, Daktronics ITS, parking & public transport market manager, explains how ITS products can mitigate the effects of climate change – and why they must be tested in the harshest conditions

**What goes on in Daktronics' Product Reliability Lab?**

We use our on-site Reliability Lab to rigorously test components and cabinets. The challenges of outdoor environments test the performance limits of LED display technology. That's why we test our products to complete failure. It provides our engineers with a detailed portrait of a product's vulnerable areas. We use this data to design and improve our products so that you get an incredibly tough and reliable display.

**What sorts of weather conditions can you simulate? Why is this important for equipment like dynamic ITS signage?**

Our systems and testing equipment includes some like those used by the automobile and

aerospace industries. Our environmental chamber simulates operating environments with extreme temperatures or humidity levels. Our salt fog chamber simulates corrosive effects of coastal precipitation. Meanwhile our HALT (highly accelerated life test) chamber combines temperature shock and vibration forces to stress products structurally, electrically, and thermally to uncover design weaknesses. We also have a spray test chamber which tests water protection of an enclosure or cabinet; and an electrodynamic shaker to test components' resilience against vibrations.

Our sunlight and weathering tests test the plastic, paint, and LED degradation of each module including ultraviolet light exposure. And those are just some of the tests! We put every component through a staggering 63 steps. Measuring performance through all stages of lifecycle is critical for good design choices.

Our products are designed to withstand the harsh weather environments that ITS dynamic message signage experiences every day. The results are superior and reliable products. Reliability is key for communicating messages in real-time to keep travellers safe.

**Is Daktronics seeing more instances of wildfire, flooding and dust storms in your deployments?**

Our expertise is designing, manufacturing, installing, and supporting LED display technology. We recognise that our products – specifically ITS dynamic message signs – are exposed to extreme environmental conditions. This is why our team is so dedicated to testing quality and reliability. Using our knowledge from our on-site lab, we have substantial data to demonstrate how our products will withstand the test of time and how our products will continue to perform in the harshest environmental conditions.

**Do you think ITS products help mitigate the effects of climate change? How?**

Our lab services are constantly evaluating new and changing ways to test our products. This allows us to be a leader in product development which is instrumental in being ready for changing weather and conditions. ITS products continue to play an ever-increasing and critical role in enhancing the efficiency of our roadways, mitigating congestion, and improving safety; which all contribute to minimising the impact on the environment. ■



# Logical analysis with UrbanLogiq

**U**rbanLogiq says its mission is to break down data silos and help government agencies of all sizes make the most out of their existing data by bringing together the best of data science, data engineering and big data.

The company's easy-to-use data platform creates one common operating picture of each community,

empowering public officials to make data-driven decisions faster and cheaper than traditional methods. The UrbanLogiq platform leverages real-time data from multiple sources or formats to provide transportation professionals with actionable insights that help improve the safety, sustainability and equitability of transportation systems.

One of the key advantages of UrbanLogiq is its ability to aggregate and analyse data from multiple sources, allowing transportation professionals to identify trends, patterns and anomalies to help improve safety outcomes. UrbanLogiq normalises this diverse data, enabling agencies to turn complex, fragmented or big data into beautiful geospatial

visualisations and actionable insights.

UrbanLogiq also makes it easy to share insights across teams, departments, stakeholders and with an agency's existing tools. It enables flexible permission levels and configurable access controls to fit the needs of the agency.

► **Booth 818**  
<https://urbanlogiq.com>

## Making Wisconsin's first flex lane work

Image Sensing Systems is highlighting how its RTMS Echo is part of the technology used in the Wisconsin Department of Transportation's first flex lane on the Madison Beltline in Dane County. The flex lane is an innovative solution to ease backups during the busiest times and provide reliability for motorists.

The Echo monitors the traffic volume on the highway's mainline lanes. When traffic levels hit a defined volume threshold, a notification is sent, and the system automatically opens the median shoulder lane to allow vehicles to start using the lane. The additional lane is typically used during weekday morning and afternoon rush hours. Since the Flex Lane has been in use, travel times have been reduced on average by 45% and drivers have noticed less congestion and traffic congestion on the Beltline.

► **Booth 1309**  
[www.imagesensing.com](http://www.imagesensing.com)

## COME SEE KIMLEY

Engineers, planners and ITS software specialists from Kimley-Horn - one of the nation's premier ITS planning and design consulting firms - have a comprehensive approach to ITS technology. They have the expertise to successfully manage an agency's system implementation process, from start to finish, whether the project is national or local, involving public infrastructure or private development.

Visitors to the company's booth will see their newest software solutions in action with demonstration of Kimley-Horn's open architecture, standards-based software. For example, Traction Priority improves transit on-schedule performance, decreases emergency vehicle response time and improves freight on-time performance.

Meanwhile, Traction Connect provides traveler information to Apple CarPlay and Android Auto. It uses Geofence alerts and warnings, and supports a variety of data sources.

► **Booth 1529**  
[www.kimley-horn.com](http://www.kimley-horn.com)



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**WATCH  
THE VIDEO**



# Ertico gears up for upcoming events in Lisbon & Dubai

**E**rtico-ITS Europe is spending this week in Grapevine drumming up support among the ITS community in the US for upcoming conferences in Lisbon (Portugal) and Dubai (United Arab Emirates).

"We really want to put these events on the calendars of the ITS America community," said Jerome Buchanan, the organisation's commercial partnerships and exhibition lead.

"American companies are heavily investing in the Middle East, and this is an opportunity to expand business in that region."

The 2024 ITS World Congress will be held in Dubai—a destination chosen due to its central location to Europe, Asia and the US as well as the influx of investment in ITS technology and deployments made by UAE authorities over the past several years—including air



Jerome Buchanan of Ertico

taxi and highly intelligent traffic management systems.

Co-hosted by Ertico and the Roads and Transport Authority (RTA) of Dubai, the event promises to showcase some innovative new technologies.

Meanwhile, the ITS European Congress in Lisbon will take place next month, the first time in nearly 20 years that the event has been held in southern Europe.

Delegates from across the

continent will descend on the city to exchange ideas with other ITS experts and explore innovative transport and mobility solutions.

► **Booth 422**  
[www.ertico.com](http://www.ertico.com)

## AUTOTALKS LAUNCHES FIRST 5G-V2X CHIPSETS

Israeli company Autotalks is showcasing the industry's first 5G-V2X chipsets at the ITS America Conference & Expo in Dallas this week. Aimed at the transportation market, the TEKTON3 and SECTON3 chipsets enable cooperative perception—a capability that allows coordination between groups of vehicles as they approach an intersection.

According to Onn Haran, co-founder and CTO of the company, TEKTON3 is ISO26262 ASIL B functional safety certified—making it the first V2X that can support automatic braking. As use cases grow more advanced, moving from driver notification to automated actions—such as braking—will become more important.

Autotalks is also showing off its new compact V2X device that can be mounted to the handlebars of any bicycle or scooter, alerting cyclists of potential obstacles or other dangers while alerting drivers aware of the cyclists' presence.

► **Booth 1417**  
[www.auto-talks.com](http://www.auto-talks.com)



Onn Haran of Autotalks



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