ITS America Announces Technical Demonstrations, Smart Mobility Stage as Part of Annual Meeting in Detroit

Washington, DC – As its annual meeting draws closer, the Intelligent Transportation Society of America (ITS America) unveiled demonstrations ranging from V2I safety applications to vehicle ride-alongs as well as programming on the Smart Mobility Stage. The annual meeting will be held at the Cobo Center in Detroit, June 5-7.

The Smart Mobility Stage, which builds off the success of the Smart Cities Stage at the 2017 World Congress in Montreal, will bring together stakeholders across the industry to discuss, debate and advise on the trends and future of intelligent mobility. It is sponsored by Blyncsy, General Motors, Parsons and Cisco.

A number of exhibitors are offering demonstrations of ITS technology. Detailed descriptions are available on the website, with brief overviews below. Members of the media may sign up onsite at the ITSA Attendee Registration Desk or at the Planet M booth – Planet M is hosting the demonstration reservation system.

Information about keynote speakers, sessions and other activities can be seen on the conference website.

3M
The 3M Roadshow Demo Truck is loaded with interactive experiences to help attendees learn about transportation safety and where the future of transportation is headed.

Bosch
Bosch connects cars with smart infrastructure to demonstrate secure V2X communication from roadside infrastructure, cameras and sensors to vehicles.

Continental
Continental will demonstrate hardware and HMI (Human Machine Interface) concepts for its cruising chauffeur development platform. It will also demonstrate its Traffic Light Assist (TLA) using Vehicle to Infrastructure technology by driving a loop around downtown Detroit. TLA will inform you about the exact timing of the traffic lights on your route.

ZincFive
This booth demonstration will showcase the importance of uninterruptible power supplies (UPS) to the infrastructure ecosystem by triggering a power failure to a traffic cabinet with and without a UPS and discuss how having power and not having power in an ITS infrastructure manages this scenario.
Iteris, Siemens and Sirius XM
Through the use of Iteris video detection, Siemens Road Side Units (RSU), along with Sirius XM’s Onboard Equipment (OBE), participants in the vehicle ride-along demonstration will get to experience the future of how vehicles will communicate with other vehicles, and the infrastructure. Live Pedestrian Detection Alerts, Wrong-Way Driving Alert, and Green SPAT Countdown will be demonstrated via in-vehicle technology.

General Motors
GM will demonstrate V2I safety applications using Dedicated Short Range Communication (DSRC).

Lear Corporation
Lear will demonstrate high accuracy GPS using its proprietary software.

MDOT and AECOM
MDOT and AECOM have partnered to demonstrate how traffic operations centers (TOC) of today will transform into transportation management centers (TMC) of tomorrow in the PLANET M booth.

MDOT, Suburban Mobility Authority for Regional Transportation (SMART), Macomb County, Mixon-Hill, Danlaw, Fourth Dimension Traffic
In the first use of 5.9 GHz DSRC for transit signal priority in Michigan, this demonstration will show transit signal priority for a SMART bus operating through six signalized intersections along Groesbeck Highway in Macomb County using a DSRC connected vehicle environment.

Miovision
Participants will explore a corridor of intersections in downtown Detroit, through Augmented Reality (AR), to show how it has become a smart city.

SSI
This demonstration will show how each component of SSI’s Mobile LiDAR system is seamlessly integrated to collect highly detailed 3D data.

TAPCO
Participants will see the traffic manager’s perspective of a TAPCO Wrong-Way Alert System and experience the driver’s perspective in a simulated wrong-way driving incident.

Valeo
Parking-as-a-Service is a technology demonstration of a fully automated parking system (Valeo Park4U®) that is operating in the cloud. Valeo is showcasing how this technology can enable new use-cases and business models.

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About ITS America
The Intelligent Transportation Society of America advances the research and deployment of intelligent transportation technologies to save lives, improve mobility, promote sustainability, and increase efficiency and productivity. Our vision is a better future transformed by intelligent mobility: safer, greener, smarter. For more information, please visit [www.itsa.org](http://www.itsa.org)