

ITS Connections: Saving Time, Saving Lives



15TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

NOVEMBER 16–20, 2008

JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY, NEW YORK, USA
WWW.ITSWORLDCONGRESS.ORG





World Congress on ITS

- International conference and exhibition representing the ITS industry, hosted annually by:



- Conceived as an international forum on the development of ITS, the first World Congress was held in Paris in 1993.
- Transportation leaders worldwide gather to share ideas and collaborate their efforts to achieve widespread deployment of ITS.



ITS America's Annual Meeting and Exposition

- Three-day conference and exhibition hosted annually by the Intelligent Transportation Society of America.
- Attendees include members of ITS America, partners, and industry stakeholders from around the U.S.
- Venue for making connections with potential customers and industry and business leaders.
- **For the first time ever, ITS America's Annual Meeting and Exposition will be combined with the 15th World Congress.**



Host Information

Venue

- Jacob K. Javits Convention Center
New York City, NY

Accommodations

- Sheraton New York Hotel & Towers (main hotel)
 - Hospitality suites available only to exhibitors and sponsors
- Sheraton Manhattan



Who You'll Meet

- Transportation leaders
- Government officials
- Automotive manufacturers
- Telematics providers
- Commercial vehicle and freight management interests
- International standards experts
- Transportation researchers
- Systems integrators
- Electronic equipment manufacturers and suppliers



Sponsorships

- Diamond Level
 - Connexis
 - Mercedes Benz
 - Telvent
 - Verizon Wireless
 - Volkswagen
- Gold Level
 - Nissan
- Silver Level
 - Quixote
- Friends of ITS Level
 - Cisco Systems
 - Daktronics
 - Econolite
 - KOSTAL of America
 - MG Squared
 - Southwest Research Institute
 - Telegra



Technologies on Display

- Advanced traffic management systems
- Automotive safety systems
- Commercial vehicle safety, security, and payment systems
- Consumer electronics
- Control room and traffic operations systems
- Driver assistance systems
- Dynamic message signs
- Electronic toll/fare/fee collection systems
- Integrated vehicle warning and control systems
- Intermodal systems integration
- Modeling and simulation tools
- Navigation and location-based technologies
- Parking management systems



Technologies on Display

- Public transport systems
- Real-time travel information products and systems
- Safety and security technology and applications
- Signaling and control devices
- Surveillance technology
- Telematics systems and services
- Ticketing and smart cards
- Tunnel maintenance and management
- Vehicle location and other GPS / GIS technologies
- Vehicle-to-Vehicle and Vehicle-to-Infrastructure Communications systems
- Weather systems
- Wireless / mobile communications



World Congress Highlights

- International Plenary Sessions
- Technical and Scientific Sessions
- Exhibit Hall
- Networking Events
- Integrated Technology Demonstrations
- Technical Tours
- New Member and First-time Attendee Orientation



Annual Meeting Highlights

- Nearly 50 U.S.-led Executive, Special and Interactive Sessions
- Expanded Industry Awards
- Forum Showcases
 - Commercial Vehicle and Freight Mobility
 - Homeland Security and Public Safety
 - Research, Integration, Training and Education
 - Transportation Information
 - Automotive Telecommunications and Consumer Electronics
 - Transportation System Operations and Planning
 - Public Transit
 - Policy, Evaluation and Advocacy



Annual Meeting Highlights

Technical Tours

- TRANSCOM Communications Center
- Lincoln Tunnel XBL and Bus Terminal
- Grand Central Terminal
- FedEx at Newark Airport
- New York Transit Museum
- NYCDOT, NYPD, NYSDOT Joint Traffic Operations Center
- Hudson Valley Traffic Management Center
- INFORM
- Lower Manhattan Rebuilds



Annual Meeting Highlights

Networking Events

- **Opening Ceremony**
 - Festive event featuring Broadway-style entertainment
- **Welcome Reception in the Exhibit Hall**
 - Browse the exhibit floor, enjoy hors d'oeuvres and beverages in the company of your international colleagues.
- **Night in Times Square**
 - Celebrate in Times Square at ESPN Zone.



World Congress Program Format

Executive Sessions

- Top-level discussions led by global industry leaders designed to discuss the policy and strategy perspectives facing ITS professionals and users, providing the latest assessments of the state of the industry.

Special Sessions

- High-level experts presenting timely information and valuable insight on international best practices.

Plenary Sessions

- Speakers from ITS America, ERTICO and ITS Japan, focusing on the latest challenges and opportunities facing ITS and policy and strategic implications for deployment.



World Congress Program Format

Technical Sessions

- Addresses technical subjects, as well as the institutional, business and economic aspects of ITS.

Scientific Sessions

- Focused on research of advanced topics in ITS.

Interactive Sessions

- Provides an opportunity to interact with authors in a more personal setting than the conventional lecture session.



Exhibition

- Expanded five times
- 250,000 square feet of exhibit space
 - 100,000 more square feet than the San Francisco exhibit hall
- 177 organizations participating
 - 36 more exhibitors compared to San Francisco World Congress
- 95% sold out even with the expansion
 - Exhibit sales are eight months ahead of schedule



Exhibit Hall Floorplan

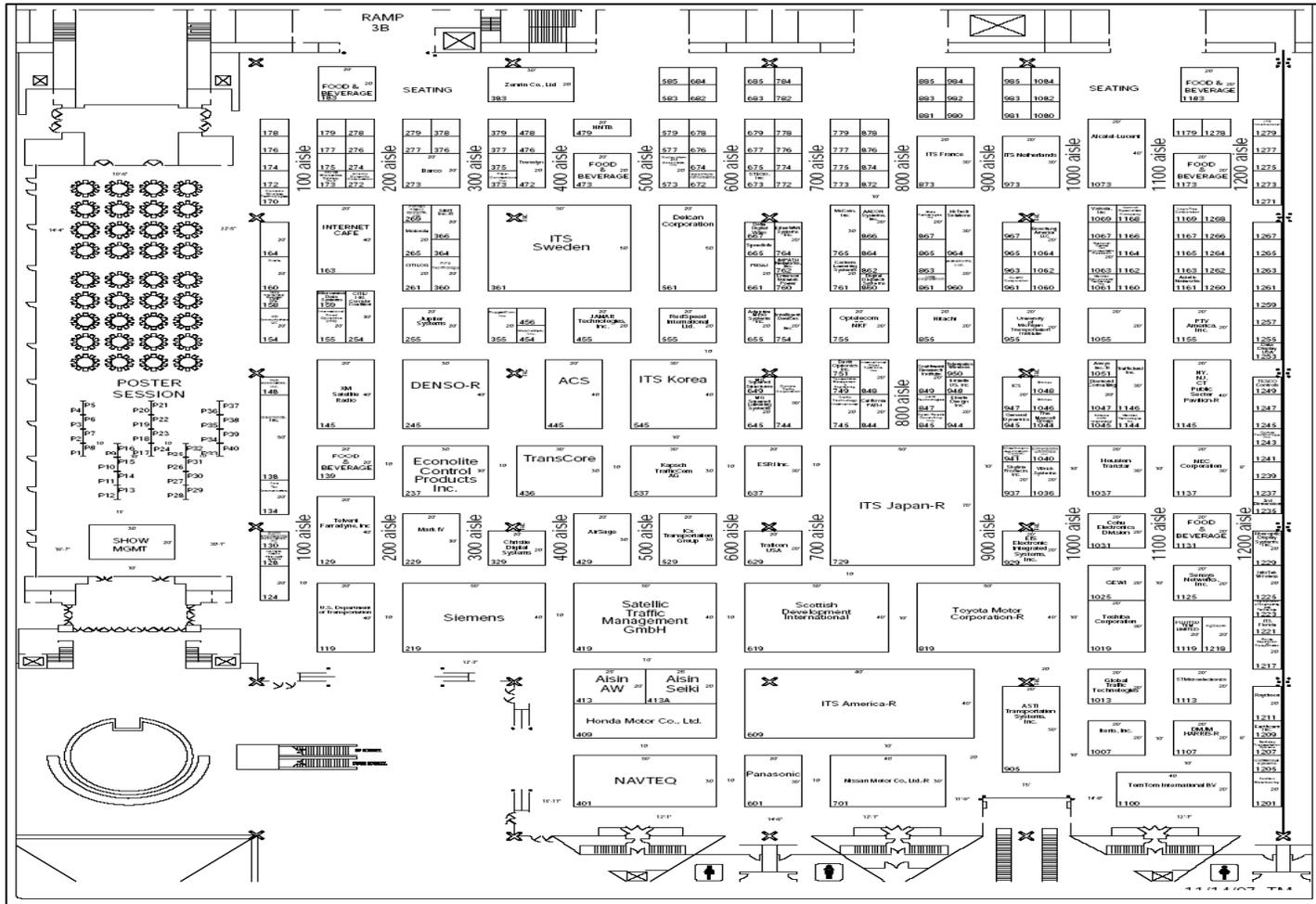




Exhibit Hall Pavilions

- Featuring MORE international ITS Association pavilions than ever!
 - ITS Australia
 - ITS France
 - ITS Italy
 - ITS Japan
 - ITS Korea
 - ITS Netherlands
 - ITS Spain
 - ITS Sweden
- Featuring the first ITS America State Chapter Pavilion

ITS  AMERICA



Government Relations

- Political Support
- International Public Sector CEO Roundtable
- U.S. DOT Recruitment
- Federal and State Funding



International Relations

- 3rd Congress on Pan American ITS
 - 5 Special Sessions on ITS deployment in Argentina, Chile, Brazil, Canada, and the US
 - 1 Executive Session
- IBEC Working Group Special Sessions
 - 4 Special Sessions
 - Pre-Congress Workshop on Sunday, November 16
 - Networking Reception on Tuesday, November 18
- Visa Processing
- Outreach to International ITS Associations



Integrated Technology Demonstrations

- Builds on 2005 Innovative Mobility Showcase
- Intended to influence VII Deployment decisions and support U.S. DOT Program
- Demonstrations of ITS and vehicle communications systems:
 - Vehicle-to-Vehicle and Vehicle-to-Roadside
 - DSRC-based and otherwise
- Permanent installations to stay in New York



Integrated Technology Demonstration Venues

- **Two VII Test Beds**
 - Long Island Expressway
 - Streets of Manhattan
- **11th Avenue Theater**
- **VII Transportation Management Center of the Future**



Integrated Technology Demonstration Highlights

- First, fully-integrated demonstration of vehicle-to-vehicle and vehicle-to-roadside communication technologies and services.
- First DSRC radio “live” on Feb. 29
- U.S. DOT, RITA, and Volpe participation
 - Possible launch of SafeTrip-21 demonstration in conjunction with World Congress
 - New emphasis on aftermarket for quicker deployment
- Working with New York City DOT and New York State DOT on applications that will be left in place after the World Congress ends



Long Island Test Bed





Manhattan Test Bed Southern Route





Manhattan Test Bed Northern Route





Long Island and Manhattan Test Bed Participants

- Booz Allen Hamilton
- Coval Systems
- Delphi
- Federal Highway Administration
- MARK IV IVHS
- NAVTEQ
- New York City Department of Transportation
- New York State DOT
- New York Police Department Traffic Management Center
- Northrop Grumman
- ParkingCarma
- Quixote
- Raytheon
- Siemens
- TechnoCom
- TRANSCOM
- TransCore
- Tyco Electronics
- U.S. Traffic



Test Bed Demonstrations

- **Two DSRC-equipped test beds being built**
 - Long Island Expressway
 - Manhattan loops adjacent to Javits Convention Center
- **Test beds will be compatible with VII architecture**
- **Backhaul network complete**
- **RSEs installed**
- **Remain in place after World Congress**



Test Bed Applications

- Travel Time Information
- Incident / Construction Information
- Parking Information
- Multimodal Information
- Transportation System Warning
- Intersection Safety
- Transit Signal Priority
- Congestion Pricing
- Electronic Toll Collection
- Off-Board Navigation
- Electronic Payment (parking, fuel)
- Emergency Vehicle Preemption
- Data Transfer (video, map updates)



11th Avenue Theater

- Used for dynamic safety demonstrations
- Led by OEMs
- Staged, narrated show planned
 - Limited in-vehicle demo rides
 - In-vehicle experience may be telecast to attendees
- DARPA Urban Challenge vehicle participation
- In-vehicle displays will be broadcast to viewers inside the VII Transportation Management Center of the Future



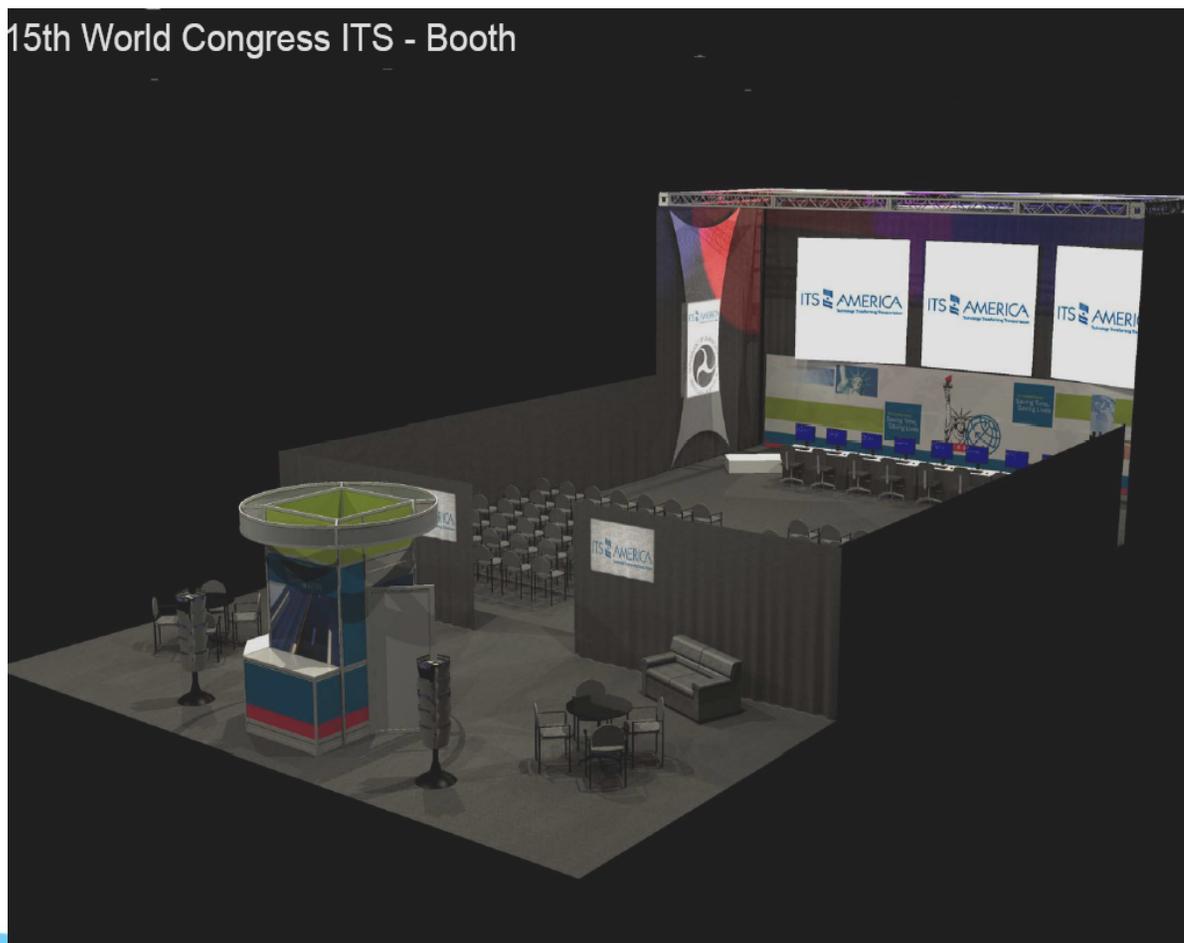
VII Transportation Management Center of the Future

- Built inside exhibit hall
- Various probe data applications will be demonstrated using archived or simulated data
- Prepare agencies for new operational possibilities
- Demonstrate the “best” of all transportation systems in 2020
- Single moderator presenting all VII TMC applications
- Consists of computer demonstrations, presentation and video



VII Transportation Management Center of the Future

15th World Congress ITS - Booth





VII TMC Applications

- VII Network Management
- Probe Data
- Weather
- Signal Timing
- Tolling / Congestion Management
- Parking Management
- Intersection Collision Avoidance
- Mayday / Incident Response
- Corridor Management
- Fleet Management
- Transit
- Commercial Vehicles



Why You Should Attend

- Connect with international leaders in ITS development and deployment.
- Participate in live, hands-on technology demonstrations in the exhibit hall and on the streets of New York City.
- Experience the most comprehensive exhibition of ITS technologies, services and solutions in the world.
- Participate in the largest and most comprehensive ITS event in the world!



Important Dates

April 1

- 2nd Announcement released
- Early registration and housing opens

June 1

- Preliminary Program released
- Call for Entries for Best of ITS Awards

October

- Pre-Congress press briefing in New York

November 16

- Opening Ceremony



More Information Online

Visit www.itsworldcongress.org for:

- Program
- Speakers
- Registration and Housing
- Exhibition and Sponsorship Opportunities
- Integrated Technology Demonstrations
- Networking Events
- Travel Information
- Visa Information



See You In New York!

Jacob K. Javits Convention Center

November 16-20, 2008

New York City

www.itsworldcongress.org