

TECHNOLOGY For Travelers

The Drive Toward Intelligent Transportation

(NAPSA)—Travel is made faster, easier and safer by innovative technology.

Fulfilling the need for a national system that is both economically sound and environmentally efficient requires a new way of looking at—and solving—problems. We can create efficiency by combining the creation of road systems and technology.

New technologies are developed every day. Better-known examples of intelligent transportation systems (ITS) technology include:

- On-board navigation systems
- Crash notification systems
- Electronic payment systems
- Roadbed sensors
- Traffic video control
- Weather information services
- Variable message signs
- Fleet tracking and weigh in-motion technologies for trucks.

Other ITS examples like Advanced Traveler Information Systems deliver data directly to travelers, so they can make better choices about alternate routes or modes of transportation. The data can be saved and referenced by transportation planners so they'll have accurate travel pattern information when building roads and other transportation systems.

Advanced Traffic Management Systems use a variety of relatively inexpensive detectors, cameras and communication systems to monitor traffic, optimize signal timing on major roads and control traffic flow.

Incident Management Systems help traffic operators respond to accidents, hazardous spills and



ITS technologies, when part of the transportation system and of vehicles themselves, help monitor and manage traffic flow, reduce congestion, provide alternate routes, enhance productivity and save lives, time and money.

other emergencies quickly and efficiently.

These examples are illustrations of how ITS can improve lives. ITS lets people and things move more safely and efficiently through a state-of-the-art system. To help this happen, a not-for-profit organization, the Intelligent Transportation Society of America was established in 1991. The association, headquartered in Washington, DC, strives to join a cross-section of industry leaders together, fostering the development and deployment of ITS technology. Issues such as growing congestion, homeland security, public safety and mass transit are brought to the forefront and addressed within the context of using ITS to make positive changes.

For more information about ITS technologies or ITS America, visit www.itsa.org.

Note to Editors: The ITS America Conference will be held April 26-28, 2004 in San Antonio, Texas. Conference registration is free for members of the press. For more information about the conference or about ITS America, contact Director of Communications Nancy Mayes at 202 721-4203 or e-mail nmayes@itsa.org.