

18TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

Featuring ITS America's Annual Meeting & Exposition



Keeping the Economy Moving

October 16-20, 2011

Orange County Convention Center

Orlando, Florida

Co-hosted by:

ITS  AMERICA





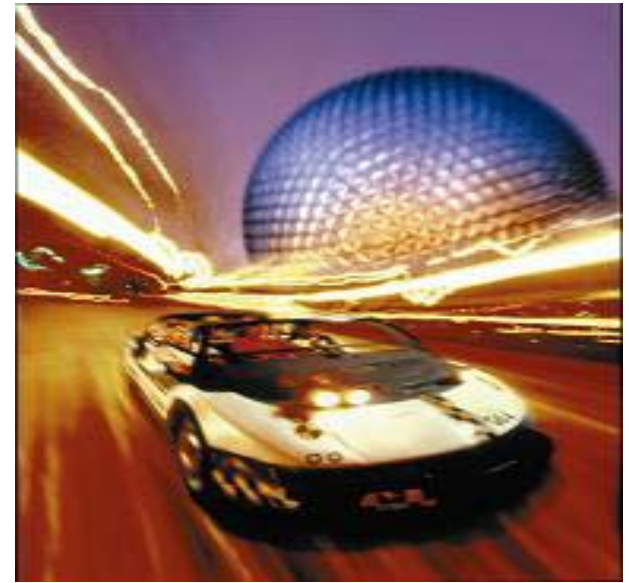
Keeping the Economy Moving

Our Issues

- **Economic growth** depends on efficient movement of people and goods
- **Traffic congestion** is a growing problem in cities and communities
- Use of **tolling and pricing** alternatives like VMT-based user fees will increase to fill budget shortfalls
- Rapid enhancements to next generation **traveler information**
- Deployment of safety systems like **Connected Vehicles** advancing
- **Air quality** solutions will be in demand
- **Increased ITS deployment** needed to address to transportation challenges

What makes the 18th World Congress Unique

- Largest integrated **Technology Showcase** of cooperative vehicle infrastructure
- Showcasing the latest technologies in the **largest exhibition ever** for a World Congress (over 350,000 square feet!)
- Expecting the highest attendance – **10,000 delegates** from more than 75 countries
- More than 25 demos focused on Safety, Mobility, Pricing, and the Environment
- Combined with ITS America's **Annual Meeting**
- Most **globally comprehensive program** to date
- Top speakers from across public and private sectors



Program Highlights To Date

- Keynotes by Bill Ford (Ford), Tom Stephens (General Motors), Ben Verwaayen (Alcatel Lucent), others
- Ministerial Roundtable with Secretary LaHood in the works
- Panel with U.S. DOT Modal Administrators and policy officials



- Potential House T&I Committee field hearing with Chairman John Mica
- Student Day and Incident Management Day in the Expo Hall
- Investor event for emerging firms
- Exhibit Hall Theatre for special events
- Over 25 co-located meetings so far

Exceptional Slate of Technical Tours

- Turnpike Turkey Lake RTMC & SunWatch Center
- Joint Florida Department of Transportation (FDOT), District 5 Regional Transportation Management Center (RTMC) and Regional Joint Communications Center (RJCC)
- City of Orlando Traffic Control and Emergency Management Centers
- University of Central Florida (UCF) Institute for Simulation and Training Lab
- FDOT District 7 Tampa Bay SunGuide RTMC
- Tampa's Selmon Expressway Reversible Lanes and Control Center
- Amway Center
- I-4 Weigh Station & VACIS Imaging Inspection System
- FDOT District 4/PBC TMC (West Palm Beach)
- FDOT District 4/Broward RTMC (Ft. Lauderdale)
- 95 Express Lanes and FDOT District 6 RTMC (Miami)
- Kennedy Space Center, air and sea ports
- Research park, motor speed-way
- Disney (behind the scenes)





A Great Array of Demo Participants

U.S. DOT

Florida DOT

Lynx Transit

I-95 Corridor Coalition

Crash Avoidance Metrics
Partnership (CAMP)

General Motors

Toyota

DENSO

Econolite

SwRI Institute

Kapsch TrafficCom IVHS

Siemens

Post Oak Traffic

EmTracs

Raytheon

Sensys Networks

Iteris

Savari

GEWI

BMW

Alcatel Lucent

Volvo

Transcore

Federal Signal

Minnesota DOT

ACX/Xerox

Telvent

Atkins

Ricardo

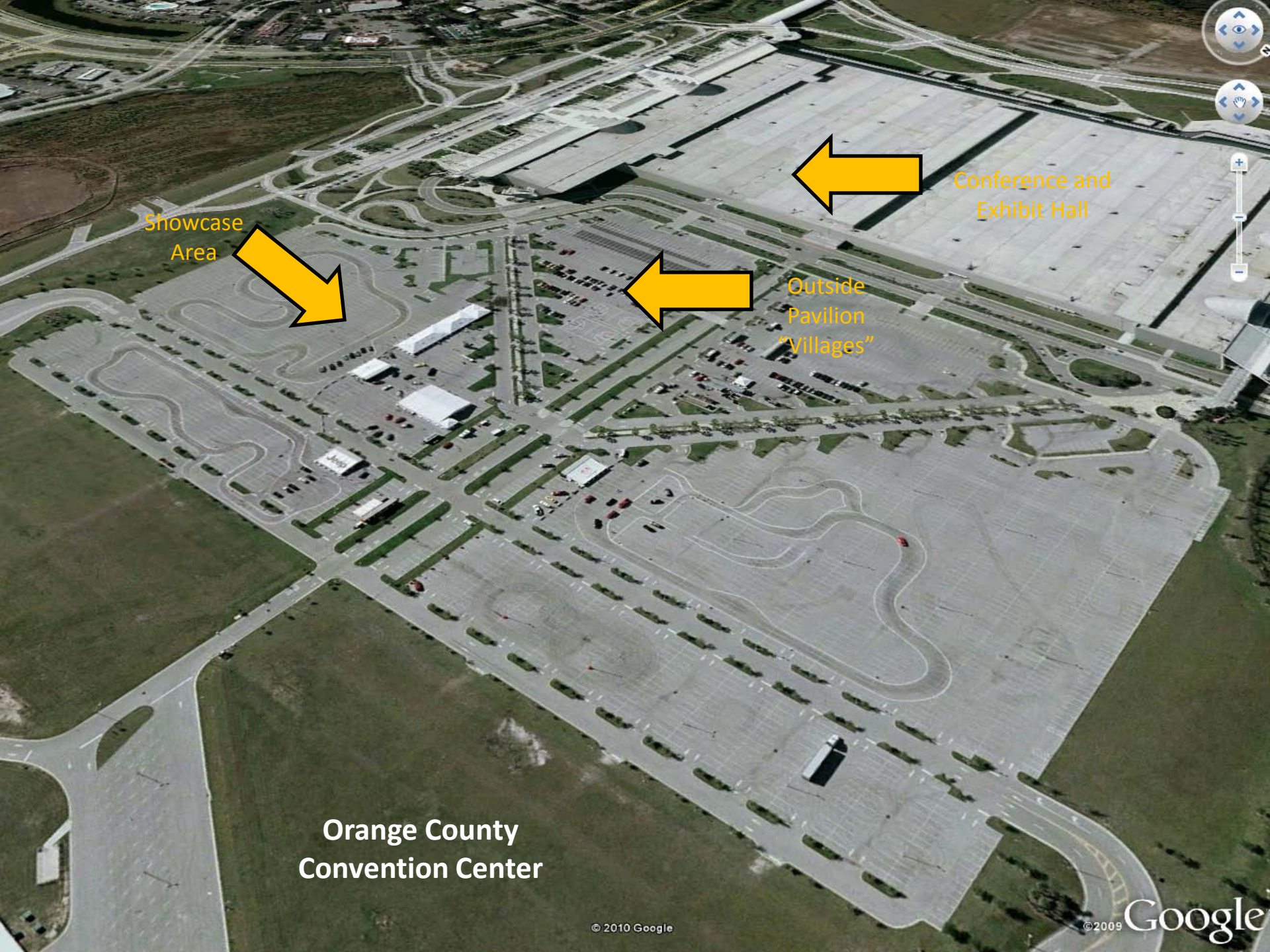
Envirowatch

University of Arizona

Battelle

NY State DOT





Showcase Area



Conference and Exhibit Hall



Outside Pavilion "Villages"

Orange County Convention Center



Target Technology Corridor

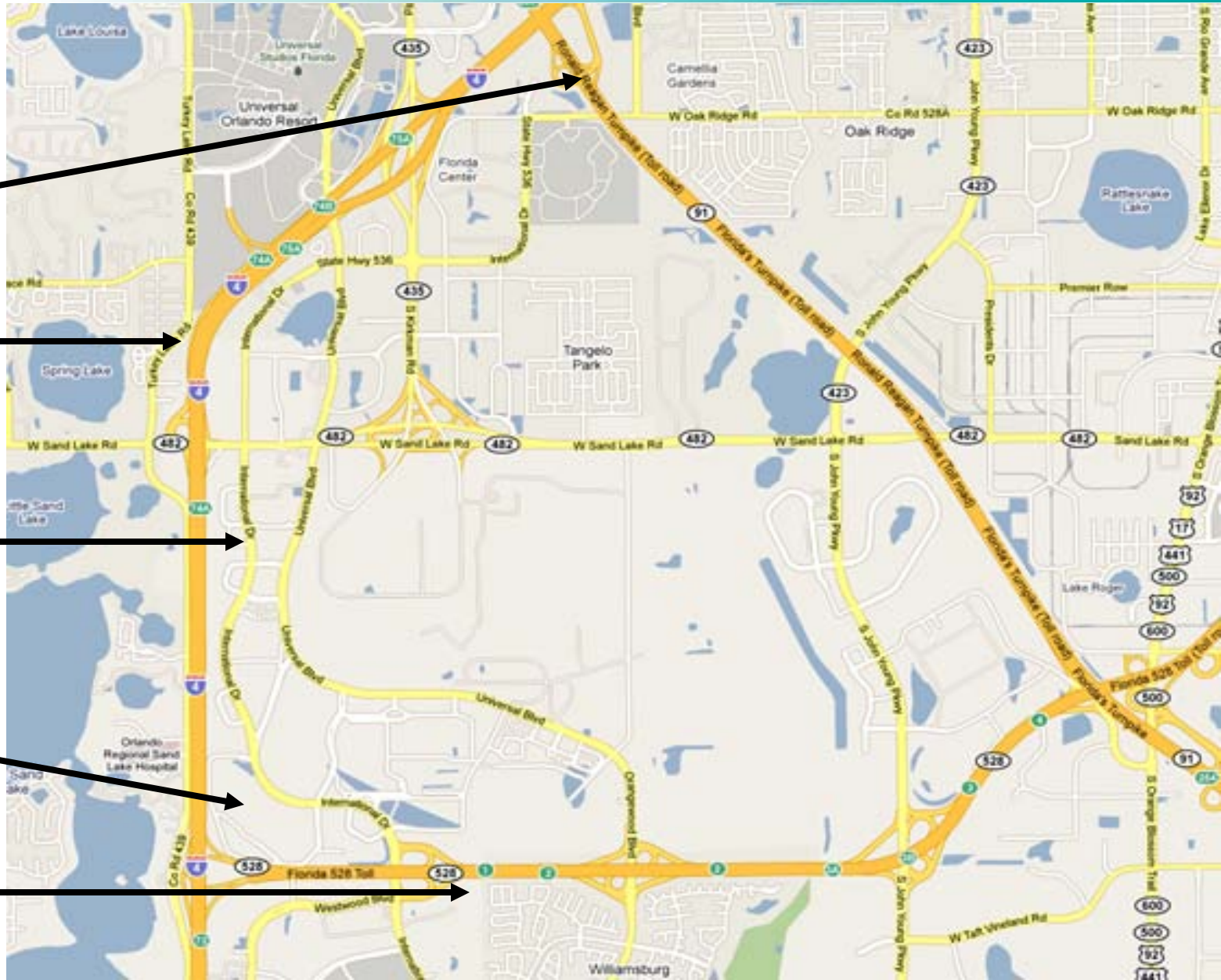
Turnpike

I-4

International Drive

Convention Center

Toll Road





Special Events

Saturday, October 15

- Golf Tournament at Disney's *Osprey Ridge* Golf Course

Sunday, October 16

- Opening Ceremony: Orange County Convention Center

Monday, October 17

- Welcome Reception and “Best of ITS Awards” Reception in the Exhibit Hall
- Reception and Dinner hosted by ITS Florida at Sea World’s Discovery Cove

Tuesday, October 18

- Exhibitor Hospitality Night at Universal Studios CityWalk

Wednesday, October 19

- “Coast to Coast” Finale Event at Disney’s Hollywood Studios





Thank You Sponsors

