

An aerial, top-down view of a multi-lane highway. The road is divided into several lanes by white and yellow lines. Several vehicles are visible, including cars and a semi-truck. The overall color palette is a monochromatic teal or light blue. The text 'ITS AMERICA' is overlaid in the center, with a stylized American flag icon between the words. Below the main title, the text 'TECHNOLOGY SOLUTIONS FOR TRANSPORTATION' is displayed in a smaller, all-caps font.

ITS AMERICA

TECHNOLOGY SOLUTIONS FOR TRANSPORTATION



mobility

options

information

convenience

safety

security



ACTIVITIES, GOALS AND MEMBERSHIP

WELCOME TO ITS AMERICA

Respected throughout the world, the Intelligent Transportation Society of America is the foremost advocate for the development and deployment of intelligent transportation systems in the United States.

Formed in 1991, ITS America's members include private companies, public agencies, academic institutions, research centers and associations. While our members have diverse interests, they share a common goal: to improve the safety, security and efficiency of the nation's surface transportation system for the traveling public and all users of the nation's roadways through the deployment of ITS.

As a designated Utilized Federal Advisory Committee, ITS America works closely with the Department of Transportation's ITS Joint Program Office and advises the Secretary of Transportation on National ITS Program needs and objectives.

ITS AMERICA



OUR MISSION

Our mission is to promote the development and deployment of intelligent transportation systems to save lives, time and money and improve the quality of life for all citizens.

OUR MEMBERS

ITS America members are involved in all facets of ITS research, planning, development and deployment. State DOTs, regional and local transportation and planning agencies, private companies that provide ITS products and services, auto manufacturers, research organizations, academic institutions and transportation associations all derive benefit from ITS America membership. We currently have 24 state chapters covering 35 states (and counting).

WHAT IS ITS?

Intelligent transportation systems encompass a broad range of wireless and wireline communications, information processing, control and electronics technologies. When integrated into the transportation system, and in vehicles themselves, these technologies help reduce congestion, enhance productivity, and save lives. A short list of ITS technologies includes:

- On-board navigation systems
- Collision avoidance/crash notification systems
- Electronic payment systems
- Roadbed sensors
- Traffic detection/control products
- Weather information services
- Variable message signs
- Fleet tracking and weigh in-motion technologies

Already widely embraced by the transportation community, ITS technology is now being utilized to support homeland security initiatives and by the public safety community for emergency response applications.



SERVING OUR MEMBERS

Formed as a private/public partnership, ITS America is the platform through which ITS stakeholders can achieve their goals and work together on ITS-based solutions to real-world transportation challenges.

Our members:

- ▶ Gain access to the expertise and experiences of the country's leading transportation decision makers and innovators.
- ▶ Influence and contribute to the development of the National ITS Program.
- ▶ Build relationships and develop business opportunities with public sector and private industry partners.
- ▶ Leverage unique information resources - ITS America staff, conferences and other networking opportunities - to achieve their professional goals.

AREAS OF FOCUS

ITS America's activities cover a broad range of topics. Through the **Coordinating Council**, members actively participate and contribute to projects in the following areas:

Advanced vehicle control systems

Benefits, evaluations and costs

Commercial vehicle operations

Education and training

Electronic payment systems

Environmental issues

Intelligent vehicles

Public safety

Public transit

Research

Rural transportation issues

Safety and human factors

Societal/institutional issues

System architecture

Technical standards

Telecommunications

Telematics

Traffic management

Transportation policy

Traveler information systems

Weather applications

Members also play an active leadership role in these ongoing programs:

The **Executive Forum for Business and Trade** sponsors business opportunity programs and technology showcases for ITS members and explores opportunities to promote and develop the ITS market.

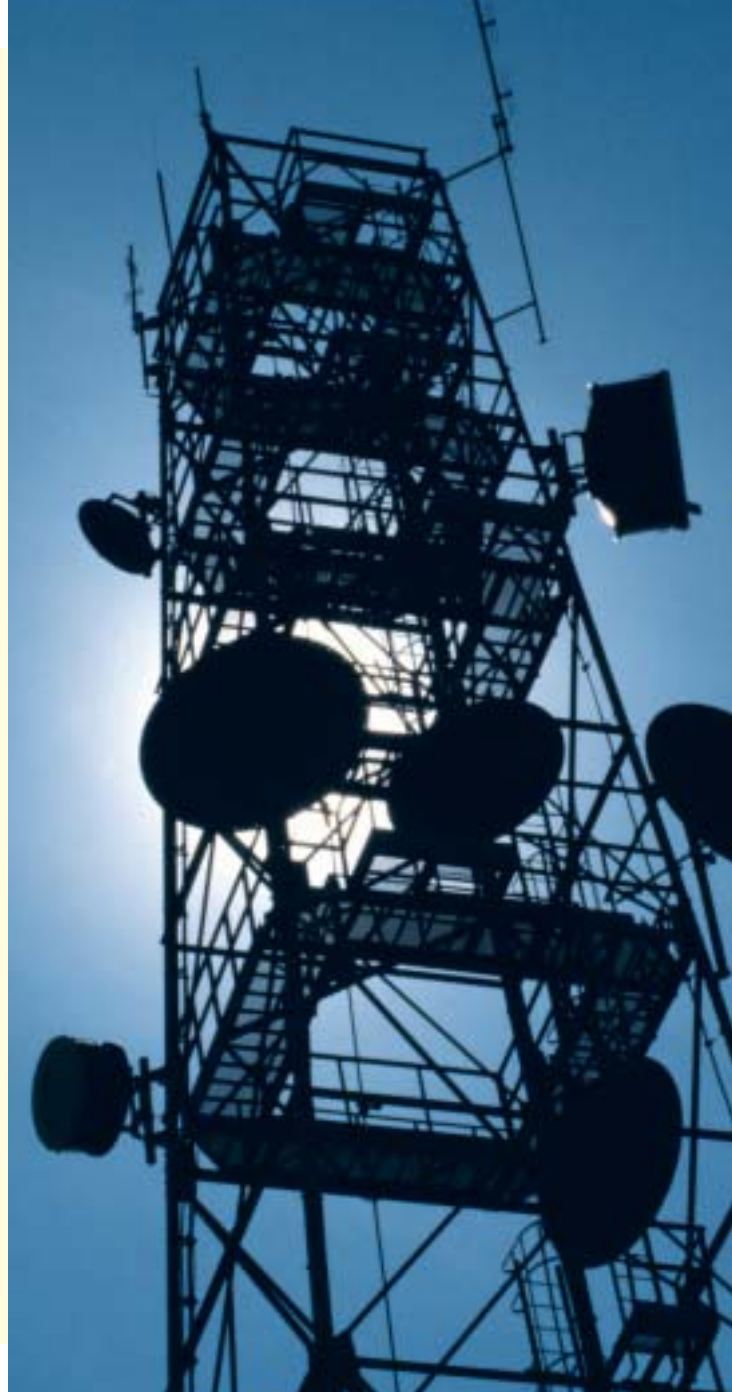
The **International Affairs Program** conducts trade missions to emerging markets, hosts business workshops, and provides support for U.S. standards, architecture and products abroad.

The **State Chapters Council** provides a forum for the exchange of information and developments on a regional level and provides input into the National ITS Program.

ITS America's Legislative Affairs Program focuses on Federal and state legislation affecting the development and deployment of ITS, frequently providing information and testimony to Congress on the benefits of ITS.

MEMBERSHIP BENEFITS

- ▶ Access to and networking with future partners
- ▶ Participate in National ITS Program projects and shape the national ITS agenda
- ▶ Join a member forum and be at the forefront of your interest areas
- ▶ Receive e-mail advisories and stay on top of late-breaking news
- ▶ Keep up to date on industry developments, events and Society activities through the Weekly Briefing and the monthly ITS America News
- ▶ Connect with potential customers and partners through the online member directory
- ▶ Announce your company news on ITS America's Web site, **Access ITS**
- ▶ Gain international recognition through the Best of ITS Awards program
- ▶ Raise your company's profile through unique sponsorship opportunities
- ▶ Enjoy significant member discounts on exhibit space and registration fees
- ▶ Call on ITS America's professional staff to find an answer, a resource or to learn more about issues important to you





BECOME A MEMBER TODAY!

Membership is open to any company, organization, or agency with an interest in ITS. Private industry dues are based on gross revenue; dues for public sector agencies and other organizations are based on organization type. Contact us today for more information about becoming a member of ITS America.

Call

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