



**15th World Congress
on Intelligent
Transport Systems &
ITS America's 2008
Annual Meeting and
Exposition**

*November 16-20, 2008
Jacob K. Javits
Convention Center
New York City, New York*

15th World Congress on Intelligent Transport Systems

ITS Midwest Annual Meeting

November 2, 2007

Cincinnati, OH

Scott F. Belcher

President & CEO

Intelligent Transportation Society of America



World Congress on Intelligent Transport Systems

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



- Conceived as an international forum on the development of intelligent transport systems, 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.



What Makes the 2008 World Congress Unique

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- In New York City for the first time
- Hosting 10,000 attendees from more than 45 countries
- Combined with ITS America's Annual Meeting
- Showcasing the latest and emerging technologies in the largest exhibit hall used for a World Congress— 200,000 sq. feet
- Major integrated VII demonstration
- National and international media
- Participation of political leaders



World Congress Highlights

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- Executive, Special, Scientific and Technical Sessions
- Exhibit Hall
- Networking Events
- Technology Demonstrations
- Technical Tours
- Awards Presentations

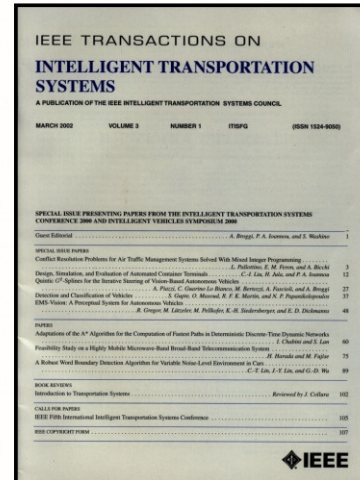
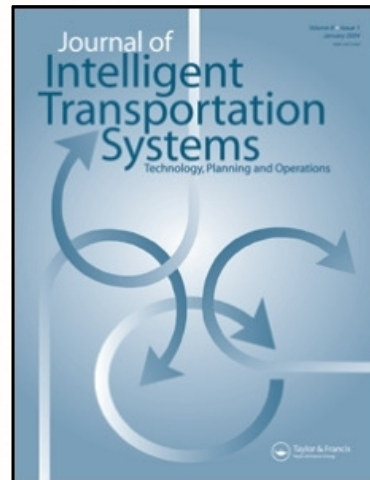


Submission for Call for Papers Open Now

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- Papers must be original and report on recent significant and substantial achievements.
- Papers must reflect the theme of “ITS Connections: Saving Time, Saving Lives.”
- Opportunity for scientific paper authors to be published in a scientific journal.





Valuable Exhibition Opportunities Going Fast

The World Congress & Annual Meeting is the ideal platform to see ...

- New products and services
- Industry business partners
- New and existing customers

... and be seen:

- Show off your state's achievements
- NY-NJ-CT and Florida already set to exhibit
- Exhibit hall is 80% sold
- Don't miss this opportunity

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Major Integrated Technology Demonstrations Will Be Highlighted

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- VII Test Beds
- 11th Avenue Theater
- VII Transportation Management Center of the Future

All VII data that is generated during these demonstrations will be integrated into the VII Transportation Management Center of the Future.



VII Test Bed Demonstrations

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- Three test beds used to demonstrate several applications (e.g., in-vehicle signing, warnings, traveler information and e-commerce).
- Buses equipped with video replicating driver interface.
- In-vehicle driver information, warning and signing applications demonstrated.

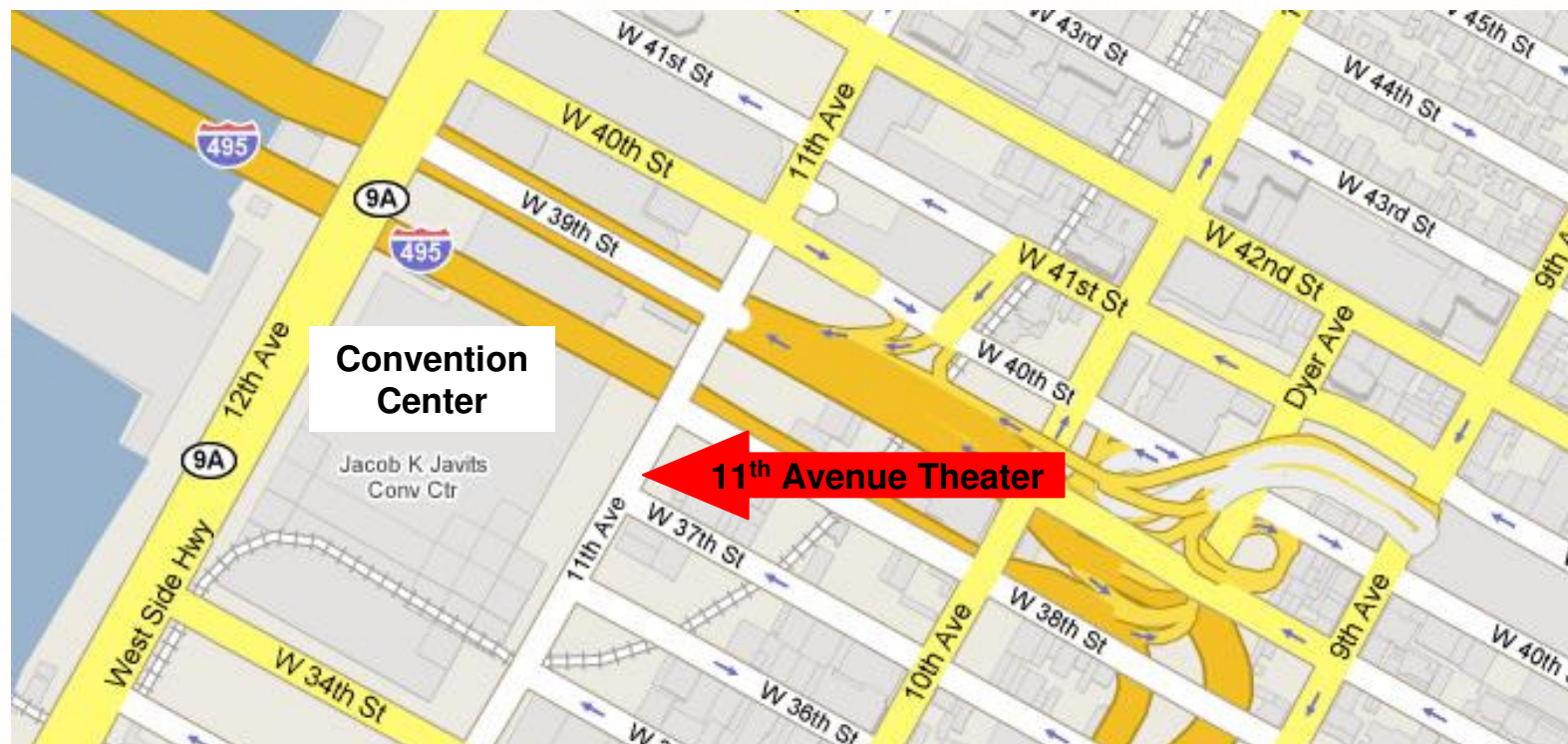


11th Avenue Theater

- Led by OEMs
- Used for dynamic safety demos
- Narrated, staged show
- Telecast to World Congress attendees at the VII TMC of the Future
- Include DARPA Urban Challenge Vehicles

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VII Transportation Management Center of the Future Goals

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- Demonstrate a future TMC utilizing real-time and simulated VII data
- Demonstrate the “best” of all transportation systems in the year 2020
- Single independent moderator presenting all VII TMC of the Future applications
- Consists of computer demonstrations, presentation and video
- Demonstrations in English, Spanish and Chinese – alternating time slots



VII Transportation Management Center of the Future Applications

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- Congestion Management
- Probe Data
- Weather Data
- Accident Notification
- Data Archive Network Management



Why You Should Attend

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- **Connect** with international leaders in ITS development and deployment.
- **Discover** what you need to know about today's emerging and future ITS technologies.
- **Participate** in live, hands-on technology demonstrations in the exhibit hall and on the streets of New York City.
- **Form** valuable partnerships with OEMs and service providers.



How to Get the Most out of Your World Congress Participation

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- **Submit** a technical or scientific paper
- **Showcase** your chapter and state's transportation achievements in the State Chapter pavilion
- **Enter** ITS America's Outstanding State Chapter Award program



Important Dates for the World Congress

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Nov. 1, 2007

**Call for Papers online
submission opens**

April 2008

Registration opens

June 2008

**Preliminary Program
available**

Nov. 16, 2008

Event commences



ITS America Involvement

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- Forums
 - Auto., Telecom. & Cons. Elec.
 - Com. Veh. & Freight Mobility
 - Homeland Sec. & Pub. Safety
 - Res., Int., Training & Ed.
 - Trans. System Ops. & Plan.
 - Info.
 - Policy, Ev. & Advocacy
- ITS America's 2009 Annual Meeting & Exposition
- Outstanding State Chapter Award

How Can I Help?



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- Importance of State Chapters
- Value Proposition
- Economic Model
- Suggestions