

## Econolite Receives 75<sup>th</sup> Order for *Centracs*<sup>®</sup> Advanced Transportation Management System

### Milestone order from Longmont, Colo. highlights industry acceptance of software's powerful ITS capabilities and Econolite customer support

Anaheim, Calif., June 29, 2011—Econolite today announced it has reached a major industry milestone with the contract for its 75<sup>th</sup> *Centracs*<sup>®</sup> Advanced Transportation Management System (ATMS) with the City of Longmont, Colorado. The milestone *Centracs* software system will be deployed as part of Longmont's Intelligent Transportation System (ITS) upgrade project.

According to the City, *Centracs* was chosen for its powerful ITS capabilities to help Longmont increase efficiencies throughout its planned traffic upgrade project, as well as Econolite's customer service. "Communications is critical to any successful ITS project, and *Centracs* enables us to leverage an existing WiFi mesh communications system," said City of Longmont Traffic Engineer Robert Ball. "Econolite's customer support has been rock solid for more than 15 years, and we are confident that with this upgrade we will receive dependable performance and support for the next 15 years, making *Centracs* an easy ATMS decision."

Introduced in November 2008, *Centracs* has quickly been deployed as the ATMS of choice by transportation agencies worldwide. "The rapid acceptance of *Centracs* is evidence of the software's ease of use and powerful architecture," said Econolite Senior Vice President of Sales and Product Management, Jeff Spinazze. "Reaching this milestone within three years of introduction is a testament to *Centracs*' ability to provide increased levels of ITS capabilities while controlling costs for our customers."

*Centracs* provides an integrated platform for transportation management, adaptive signal control, ITS field device monitoring, information management, graphical data display, interactive map capability, advanced traffic algorithms, and much more. *Centracs* is a flexible, user friendly, and cost-effective ATMS, enabling agencies to realize significant mobility benefits from its investment. The flexible and scalable *Centracs* design also provides agencies with feature-rich options that best meet evolving transportation agency needs.

### About Econolite

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), *Centracs*<sup>®</sup> and *Aries*<sup>®</sup> Advanced Transportation Management Systems (ATMS), *Autoscope*<sup>®</sup> video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management systems (*DCMS.2*), *StrongPoint*<sup>®</sup> communications network security systems, Intelligent Intersection™ technology, and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life. For more information about Econolite, visit [www.econolite.com](http://www.econolite.com).

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