

Celebrating 50 Years of Opticom Traffic Signal Priority Technology

May 30 2018



2018 marks 50 years since Opticom was made commercially available; GTT is celebrating its past and inspiring the future with new approaches to change the way cities move

1968: the year of the Apollo 8's first manned orbit around the moon; the year the Beatles recorded 'Hey Jude'; the year the first automated bank teller machine was installed in the United States; and the year when the average cost of a new house was less than \$15,000.

Another impactful technology debuted in 1968: Opticom™ priority control for traffic signals. It's been helping emergency responders get help to where it's needed more quickly and safely ever since.

Opticom is the flagship product of Global Traffic Technologies, LLC (GTT), based in St. Paul, Minnesota. The basic concept is straightforward: an Opticom-equipped vehicle sends a signal to a traffic light and requests a green light in the direction the vehicle is traveling.

While the idea seems simple, decades of partnering with cities around the world has led to countless innovations and refinements that make Opticom the industry-leading signal priority solution, GTT president Jason Lund said.

"Opticom has a rich history of innovation," Lund said. "That legacy inspires us to continue to evolve and solve our customers' problems as their needs change."