

## **TrafficCast and DENSO to Introduce New Hybrid Roadside Device that Connects Mobile Devices and Connected Vehicles with IoT Data Collection and Analysis**

Combining TrafficCast's BlueTOAD® Spectra RSU with DENSO's Dedicated Short Range Communications device is critical to guide safety and mobility applications for connected and autonomous vehicle initiatives.

**MADISON, WI and SOUTHFIELD, MI – October 30, 2017** - TrafficCast and DENSO, one of the world's largest automotive technology, systems and components suppliers today announced at the ITS World Congress in Montreal, the signing of a Joint Development Agreement. The collaboration will combine TrafficCast's market leading Bluetooth® signal detection with DENSO's Dedicated Short Range Communications (DSRC) device that is critical to V2X communications needed for Connected and Autonomous Vehicles (CAV).

The innovation enables complementary sensor functionality in a single roadside device by combining two wireless technologies, TrafficCast's BlueTOAD® Spectra RSU (2.4 GHz) system with DENSO's DSRC (5.9 GHz) technology. The device will guide safety and mobility applications for CAV initiatives, while also providing synchronization with transportation agency Travel Time and Performance Measures objectives.

"The collaboration between TrafficCast and DENSO specifically addresses current needs in the ITS industry, and adds value to the Connected and Autonomous Vehicle initiatives of our customers and end-users in the public and private sectors," said Al McGowan, CEO of TrafficCast.

Roger Berg, Vice President, North America Research & Development for DENSO International America, Inc. added, "This collaboration allows us to work together on the vehicle and data analytics side to innovate newer services – ones which we don't even know exist yet – where the additional information gathered by a much richer data set from DSRC would enhance any number of transportation safety and efficiency measures."

The collaboration will extend to the BlueARGUS™ traffic analytics software which currently supports BlueTOAD. BlueARGUS will be optimized for travel-time and CV data visualization using paired and unpaired Bluetooth detection, along with traffic signal phase and timing (SPaT) and Basic Safety Message (BSM) data. By implementing this integrated safety and mobility traffic monitoring system, traffic agencies and planners can attain ROI on day one for their adoption of performance measures evaluations and connected vehicle initiatives.

### **About TrafficCast**

TrafficCast provides travel time forecasting, road speed monitoring and other traffic-related information, with technology, applications and content based on advanced digital traffic data. TrafficCast informs navigation and driver information services for a range of providers serving the interactive, mobile, enterprise markets and the public sector. TrafficCast's BlueTOAD® travel time system is the market leader in Bluetooth® signal detection technologies, used in performance measures assessments to manage travel times, road speeds and route choice behaviors. The company is based in Madison, Wisconsin, with offices in Philadelphia, Atlanta, Chicago, Washington, California, Florida, Colorado and Shanghai. For more information go to [www.trafficcast.com/spectrarsu](http://www.trafficcast.com/spectrarsu)