

## MEDIA ALERT

### TechnoCom to Hold Demonstrations on VII Technology at ITE

**WHAT:** TechnoCom will be holding demonstrations at the Institute of Transportation Engineers (ITE) Technical Conference and Exhibit, March 25-28 in San Diego. TechnoCom will present Vehicle Integration Infrastructure (VII) demonstrations highlighting the technologies and interoperability of Dedicated Short Range Communications (DSRC). The company will highlight their Multiband Configurable Networking Unit (MCNU) DSRC radios to emphasize traffic safety and traveler information, including wireless communications and intelligent processing installed in vehicles and roadside equipment.

TechnoCom's demonstration will focus on:

- Traffic Signal Violation Warning
- Public Safety Vehicle Priority Signal Activation
- In Vehicle Signing

**Traffic Signal Violation Warning.** An intelligent intersection sends instantaneous traffic signal information to an approaching vehicle. The vehicle collects this data and uses it to determine the risk of an unsafe passage based on the vehicle position and speed. When needed, the vehicle delivers advisories cueing the driver to corrective actions to reduce the risk of intersection collisions.

**Public Safety Vehicle Priority Signal Activation.** A Public Safety vehicle issues a request to the intersection for signal priority. The traffic signal state is changed if appropriate, allowing the vehicle fast, safe passage through the intersection.

**In Vehicle Signing.** Dynamic road condition data is received from roadside equipment. Audible / visual driver advisories are presented to the driver as the vehicle approaches an active work zone, avoiding a potentially dangerous situation.

**WHO:** TechnoCom is a leader in 5.9 GHz Dedicated Short Range Communications technologies for Vehicle Integration Infrastructure applications. TechnoCom offers a portfolio of wireless infrastructure solutions and emerging wireless technologies to network operators, service providers, system integrators and government agencies. Founded in 1995, TechnoCom was named for the past four years as one of the 50 fastest-growing technology companies in Los Angeles by Deloitte & Touche. The company's customers include Alltel, ARINC, Cingular, Cricket Communications, Raytheon, SAIC, Sprint Nextel, SunCom Wireless, Telefonica Empresas S.A., Telus, T-Mobile, and Verizon.

**WHEN:** March 26 – 28, 2007

**WHERE:** Sheraton San Diego Hotel and Marina

#### PRESS

**INQUIRIES:** For briefing opportunities, contact Emily Chae or Valerie Christopherson at

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