

## MEDIA ALERT

### TechnoCom to Hold Demonstrations on VII Technology at ITS Michigan

**WHAT:** TechnoCom will be holding demonstrations at the Intelligent Transportation Society (ITS) of Michigan Annual Meeting and Exposition, May 16-17 in Novi, Mich. TechnoCom will present Vehicle Integration Infrastructure (VII) demonstrations highlighting the technologies and interoperability of its Multiband Configurable Networking Unit (MCNU) 802.11p access point, Dedicated Short Range Communications (DSRC) roadside equipment.

The company will showcase its 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** - 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 offers a portfolio of advanced wireless location solutions and services for communication service providers, major system integrators, automotive manufacturers and government agencies. TechnoCom solutions analyze network and service performance from the customers' perspective, bridge the gap between location-based services infrastructure and applications and bring to market reliable, multiband wireless communications solutions for enhanced consumer safety and mobility. Founded in 1995, TechnoCom has been among the 50 fastest-growing technology companies in Los Angeles, selected by Deloitte for four consecutive years. The company's customers include some of the world's largest wireless operators, systems integrators and automotive OEMs. For more information, visit [www.technocom-wireless.com](http://www.technocom-wireless.com).

**WHEN:** May 16 – 17, 2007

**WHERE:** Rock Financial Showplace  
46100 Grand River Novi, Michigan 48374

**PRESS INQUIRES:** For briefing opportunities, contact Emily Chae or Valerie Christopherson at (949) 608-0276, [echaе@globalresultspr.com](mailto:echaе@globalresultspr.com) or [valeriec@globalresultspr.com](mailto:valeriec@globalresultspr.com) or Janine McGraw, [jmcgraw@technocom-wireless.com](mailto:jmcgraw@technocom-wireless.com) (760) 438-5115