

## MEDIA ALERT

### TechnoCom Has Strong VII Presence at ITS America

**WHAT:** TechnoCom will be holding demonstrations at the Intelligent Transportation Society (ITS) of America Annual Meeting and Exposition, June 4-6 in Palm Springs, Calif. TechnoCom will present Vehicle Infrastructure Integration (VII) demonstrations highlighting its recently launched Multiband Configurable Networking Unit (MCNU) an Institute of Electrical and Electronic Engineers (IEEE) 802.11a/b/g and p compliant wireless router simultaneously supporting 4.9 GHz public safety, 2.4 GHz and 5 GHz municipal WiFi and 5.9 GHz DSRC network applications.

TechnoCom's director of mobility solutions will be participating in a panel discussion entitled "Vehicle Safety & Consumer Electronics: ITS, Telecommunications & Vehicle Communications" on **Tuesday, June 5<sup>th</sup> from 10:30 a.m. – 12:00 p.m. in room CC-Mesquite C.**

The company will showcase its MCNU DSRC radios to emphasize VII enabled traffic safety and traveler information applications. TechnoCom's demonstration will highlight three driver situations:

- **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 safe passage based on the vehicle location 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 in an emergency situation. The traffic signal state is changed if appropriate, allowing the vehicle fast, safe passage through the intersection.
- **Warning Sign Advisory** – A vehicle receives dynamic road condition data from roadside equipment in an active work zone. The driver receives audible/visual advisories 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 selected by Deloitte as one of the 50 fastest-growing technology companies in Los Angeles for the last 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:** June 4-6, 2007

**WHERE:** Palm Spring Convention Center  
277 N Avenida Caballeros, Palm Springs, CA 92262

**PRESS INQUIRES:** For briefing opportunities, contact Emily Chae or Valerie Christopherson at (949) 608-0276, [echae@globalresultspr.com](mailto:echae@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