



# ITS Canada News

## *ITS Canada gets set to storm Montreal!*



In June 2008, the world's leading traffic and transportation professionals will be in Montreal, Canada, for what promises to be the largest and most informative ITS Canada Conference and exhibition to date. The Conference is a significant event for professionals involved in the design, management and maintenance of traffic and transportation systems. This year's event is extended by one day for both Conference sessions and the exhibition, where 60,000 square feet will showcase **over 55 exhibitors**, including **live equipment demonstrations**.

Come to Montreal, and **meet the ITS experts and industry leaders** in this world-renowned Canadian city. **Locate new business partners** and **source new markets**, or **research** new applications and cost-saving techniques. Informative Conference sessions will feature the latest intelligent transportation systems technology and techniques, enabling you to **keep abreast** of industry trends, complete a significant amount of research in a short period of time and **stay ahead** of your competitors. Great **networking** opportunities that connect you with potential partners or suppliers will expand your organization's potential.



*Montreal features modern facilities and attractions set against a backdrop of European-style history and charm. Located on the mighty St. Lawrence River, the downtown core and historic Old Montreal provide exciting opportunities to experience a plethora of delights. For those who love racing, the popular Formula 1 circuit stops in Montreal the following weekend, an opportunity to view the fastest racecars on the track, and street Ferraris downtown.*

Planned social activities will provide Conference participants with an opportunity to catch-up with old friends and develop new acquaintances. Social events include an evening welcome reception on Sunday, a banquet on Tuesday evening, as well as an informal companions' program. Delegates and companions can also take advantage of the numerous activities that the exciting city of Montreal has to offer. We look forward to seeing you in Montreal!

**[www.itscanada.ca/montreal2008](http://www.itscanada.ca/montreal2008)**

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Submissions or comments can  
be e-mailed to  
[itscanada@itscanada.ca](mailto:itscanada@itscanada.ca).



Visit ITS Canada's website at  
[www.itscanada.ca](http://www.itscanada.ca)

## *Transport Canada's Urban Transportation Showcase Program Winnipeg is Leading the Way with WinSMART*

As part of Transport Canada's Urban Transportation Showcase Program, the City of Winnipeg, in collaboration with the Government of Canada, the Province of Manitoba, the University of Manitoba Transport Institute and Resource Conservation Manitoba, is using intelligent transportation systems combined with other innovative strategies to increase the reliability of transit. The goal of the **WinSMART** project is to make sustainable transportation easier and faster by:

- Introducing enhanced transit priority service, featuring hybrid diesel electric buses - an Automatic Vehicle Location system and real-time electronic bus departure system will improve schedule adherence of buses and increase the reliability of transfer connections
- Introducing park and ride at the existing headquarters of Manitoba Hydro, to provide improved access to current transit operations and any future rapid transportation along the corridor
- Fueling their municipal fleet with biodiesel
- Enhancing their Downtown Wayfinding System to create a safe, accessible, transit- and pedestrian-friendly environment
- Building an active transportation path along the Pembina corridor, a 15-kilometre corridor that runs southwest from downtown along Highway 75, through residential and employment areas, including the University of Manitoba, to improve connectivity to important destinations like the University of Manitoba for cyclists and other path users
- Helping residents reduce automobile use through innovative community-based travel marketing programs of alternative transportation modes
- Piloting an e-commerce delivery project along with the development of a trucking route program that will reduce greenhouse gas emissions through better trip planning and routing, as well as the creation of a digital road map that will show truck use restrictions and enable delivery fleet managers to use computerized routing models that minimize travel distances, with research and

promotion of innovative freight practices related to trip scheduling, load matching, idling reduction, operation and maintenance programs, and driver training.

Expected benefits include:

- Increased energy efficiency and reduced greenhouse gas emissions from transportation in one of the fastest growing and most heavily trafficked areas of the city
- Reduced congestion and auto dependence
- Increased use of transit, carpooling, walking and cycling
- Reduced fuel consumption
- Improved public health and economic efficiency
- Development of a more compact urban form
- Elevated public understanding of sustainable transportation issues, options and behaviours.

Showcase impacts will be determined through before-and-after indicators specific to each initiative, as well as surveys of participants.

For more information, please visit:

[www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp)



**Main Street, Winnipeg**  
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## *Dynamic Message Signs ... What's New?*

Real time technology has aided in making highways safer by incorporating graphics with text messages on Dynamic Messages Signs (DMS). Using graphics provides the flexibility needed to improve traffic conditions and address traffic concerns, including incidents and recurring congestion.



With the latest technology, full-colour, full-matrix, high-resolution DMS products are an effective way to communicate important messages to motorists. The technology not only supports graphics but also various font sizes, offering greater flexibility in how messages are presented to motorists. High-resolution signs offer many more pixels in the same display area, which allows more detail than ever before. Text and graphics are more legible, while the full-colour technology allows accepted industry text and graphic symbols to be used. All of this improves the effectiveness of DMS, making roadways safer.

In a study completed by the University of Rhode Island (URI), *Employing Graphics to Aid Message Display in Dynamic Message Signs*, a survey was conducted to determine driver response times when presented with graphic-aided messages versus text-only messages. The findings established that response times were faster when drivers were presented with graphic-aided messages.

Specifically, the URI survey compared an all-text message to a text-plus-graphic message that informed motorists of an accident ahead. Ninety-four percent of those surveyed preferred the text-plus-graphic version.

Another overwhelming reason to use graphic images in conjunction with text is because of the language diversity of today's motorists. Graphically-aided messages convey important travel information to drivers with limited English skills, who may have a slower response time for English text-only messages.

## *World ITS Market Continues To Grow*

According to a new report by Global Industry Analysts, the global ITS market is forecast to maintain a high CAGR of 14.32 percent over 2000-2010 and reach US\$20.7 billion in 2010.

The U.S. constitutes the largest market for ITS, with an estimated share of 43.97 percent in 2006, while Europe represents the fastest growing market with a CAGR of 18.24 percent over the same period.

In terms of segment, the Advanced Traffic Management Systems (ATMS) market, accounting for an estimated 48.81 percent share in 2006, represents the largest segment, while the Electronic Toll Collection systems (ETC) market is the fastest growing segment, with a CAGR of 25.35 percent over 2000-2010. Other segments independently analyzed include Public Vehicle Transportation Management Systems (PVTMS), Commercial Vehicle Operations (CVO) systems and "Other ITS" (including Vehicle Safety Systems).

Unlike any other manufacturing industry that has witnessed phenomenal value migration from manufacturing to the systems integrators, the ITS industry is still fragmented, and each module maker plays a key role in the market, Global Industry Analysts (GIA) states. Technology enablers and system integrators equally share the responsibility for advancing the industry's future and are hence accorded equal importance. Apparently, in the ITS industry, strategies when combined across the board comprise the industry size.

GIA believes that the industry is likely to witness a wealth of strategic technological and product development alliances attempting to buck up the mushrooming popularity of intelligent transportation worldwide. Given the overwhelmingly shrunk development cycles, enormous costs of research and design, and evolving multiplicity of complementary technologies, alliances are emerging as the only way to cash in on the fast rising opportunity without entailing big-ticket investments, both in terms of time and money. Further details about GIA's research are available at: [www.strategyR.com/MCP-1109.asp](http://www.strategyR.com/MCP-1109.asp).

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# ITS Canada News

## News bITS

### News from Transport Canada

On July 26, 2007, the Government of Canada and the Government of Prince Edward Island (P.E.I.) announced they will invest up to \$47,350 for the deployment and integration of intelligent transportation systems in the province. The projects being funded will help make transportation in P.E.I. safer, more reliable and more efficient. Each government will contribute up to \$23,675 for projects beginning now through to September 30, 2008.

# Canada

Intelligent transportation systems combine and integrate information processing, communication systems and sensing devices to make the transportation system work more effectively.

With this funding, P.E.I. Transportation and Public Works will acquire and install up to 10 electronic salt-spreader control systems and add up to 35 infrared road temperature-monitoring systems to the department's winter road maintenance equipment.

This equipment will help collect data to track fleet performance throughout the winter season, and will optimize winter road maintenance by providing a controlled and consistent application of road salt. The department will operate the system for three months and evaluate it based on reduction in road salt, improved safety, and improved efficiency of highway maintenance operations. For more information:

[www.tc.gc.ca/mediaroom/releases/nat/2007/07-h140e.htm](http://www.tc.gc.ca/mediaroom/releases/nat/2007/07-h140e.htm)



### Bus Rapid Transit

Bus Rapid Transit (known as BRT) is an enhanced bus system that operates on bus lanes or other transitways in order to combine the flexibility of buses with the efficiency of rail. By doing so, BRT operates at faster speeds, provides greater service reliability and increased customer convenience. It also utilizes a combination of advanced technologies, infrastructure and operational investments that provide significantly better service than traditional bus service. The FTA is committed to making BRT a viable and functional option for transit agencies across the country.

### FTA Revamps Bus Rapid Transit Website

The Bus Rapid Transit (BRT) website of the Federal Transit Administration (FTA) has recently been updated. Although it is still under review by FTA, the site is live and available to the public:

[www.fta.dot.gov/assistance/technology/research\\_4240.html](http://www.fta.dot.gov/assistance/technology/research_4240.html)

### Publications - U.S. Federal Transit Administration

#### Bus Rapid Transit: Elements-Performance-Benefits

Designed to introduce BRT, its major components, its applications and its advantages. FTA will supply copies of the brochure free of charge to organizations and individuals. For copies, please contact Karen Facen at [karen.facen@dot.gov](mailto:karen.facen@dot.gov).

#### Bus Rapid Transit: A Handbook for Partners

[www.dot.ca.gov/hq/MassTrans/DOCS\\_PDFS/BRT/RT\\_Handbook\\_0307.pdf](http://www.dot.ca.gov/hq/MassTrans/DOCS_PDFS/BRT/RT_Handbook_0307.pdf)

#### Bus Rapid Transit Vehicle Characteristics

[www.fta.dot.gov/documents/BRT\\_Vehicle\\_Characteristics\\_FINAL\\_June\\_2001.pdf](http://www.fta.dot.gov/documents/BRT_Vehicle_Characteristics_FINAL_June_2001.pdf)



# ITS Canada News

## *Members in the News*



On August 15, 2007, **Applanix** announced that its Position and Orientation Systems for Land Vehicles (POS LV) is helping 7 of the 36 teams selected as semi-finalists to compete in the 2007 Defense Advanced Research Projects Agency (DARPA) Urban Grand Challenge. Included among the 7 teams are 2005 DARPA Grand Challenge winner Stanford University and runner up Carnegie Mellon University. Other teams adopting Applanix POSLV solutions include Austin Robot Technology (the University of Texas-Austin), Team Autonomous Solutions, Caltech University, the Massachusetts Institute of Technology (MIT) and Team Urbanator. Applanix POS LV solutions make a significant contribution to robotic vehicle performance, including assistance with overall vehicle navigation through better definition of positioning relative to objects and right-of-way, and by helping to more accurately direct sensors. For information: [www.applanix.com](http://www.applanix.com)



**TransLink** has contracted with **INIT** to equip 1,296 vehicles with INIT's COPILOTpc, their latest generation of on-board computers, with a Global Positioning Satellite system (GPS) and a state-of-the-art, fully digital, private mobile voice and data radio system that will allow for more efficient real-time control and optimization of service. The installation is planned to be completed by the end of 2007. The contract includes building a full-scale, state-of-the-art digital radio system. The undertaking includes site development and integration of M/A-COM's "OpenSky" radios with a microwave backbone. This advanced wireless digital voice and data communications system for TransLink's bus lines in and around Vancouver, BC, will enable TransLink to operate more efficiently and safely, with reliable communications and access to dispatch information and scheduling. For information: [www.initag.com](http://www.initag.com).



**NAVTEQ** has announced availability of full-coverage maps for Poland, Czech Republic, Slovakia, Hungary and Slovenia, providing a road network map from the Baltic Sea in the North, southwest to the Adriatic Sea. NAVTEQ has broad coverage in Central and Eastern Europe with road network maps for Albania, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Macedonia, Montenegro, Romania, Serbia, Slovakia and Slovenia. NAVTEQ has also announced its first availability of digital map coverage in India. It covers a population of more than 53 million and includes over 64,000 kilometres of road for the cities of Delhi, Mumbai, Pune, Hyderabad, Chennai, Bangalore and the roads connecting these cities. The city centres of six major cities are at Detailed Coverage level, with the surrounding city areas including all navigable and named roads. All coverage areas include points of interest. For information: [www.navteq.com](http://www.navteq.com).



On August 13, 2007, **Unisys Canada Inc.**, a wholly owned subsidiary of Unisys, announced that the Port of Halifax has awarded the company a contract to develop and manage a biometric credentialing and access control database system (CACDS) for approximately 4,000 of its port workers. Transport Canada and the port will fund the project, scheduled for completion by November 30. The Halifax Port Authority commissioned the credentialing and access control database system in compliance with Transport Canada's Marine Transportation Security Act and corresponding regulations. Unisys will integrate vascular scanning technology to identify port workers as part of the CACDS system. An infrared scan of the back of the cardholder's hand will be embedded in a smart card, which also will include the holder's photograph. This vascular image, which is recognized by a non-invasive infrared sensor, will be used to identify the card holder when he or she presents the card and places the back of his/her hand in the scanner. Verification is instantaneous and is achieved when the blood flow pattern of the holder's hand matches the pattern of the scan stored on the card. For more information: [www.unisys.com](http://www.unisys.com).



## Upcoming Events

### 2007

**ITE 2007 Annual Meeting and Exhibition**  
August 5 to 8, 2007 – Pittsburg, PA  
[www.ite.org](http://www.ite.org)

**Telematics Europe 2007**  
September 4 to 5, 2007 – Berlin, Germany  
[www.telematicsupdate.com/europe2007](http://www.telematicsupdate.com/europe2007)

**23<sup>rd</sup> World Road Congress (PIARC)**  
September 17 to 21, 2007 – Paris, France  
[www.paris2007-route.fr](http://www.paris2007-route.fr)

**2007 Electronic Payment Systems Summit**  
September 18 to 19, 2007 – Boston, MA  
<http://www.i95coalition.org/calendar.html>

**VII Congreso Espanol ITS**  
September 18 to 20, 2007 – Valencia, Spain  
[www.itsspain.com](http://www.itsspain.com)

**ITS-NY Vehicle Infrastructure Integration (VII) Workshop**  
September 20, 2007 – Troy, NY  
[DottyD@aol.com](mailto:DottyD@aol.com)

**6<sup>th</sup> Chilean ITS Congress**  
September 26 to 28, 2007 – Santiago, Chile  
[www.itschile.cl](http://www.itschile.cl)

**Trafic 2007 (IFEMA)**  
October 2 to 5, 2007 – Madrid, Spain  
[www.trafic.ifema.es/ferias/trafic/default\\_i.html](http://www.trafic.ifema.es/ferias/trafic/default_i.html)

**75<sup>th</sup> IBTTA Annual Meeting and Exposition**  
October 6 to 10, 2007 – Vienna, Austria  
[www.ibtta.org](http://www.ibtta.org)

**National Rural ITS Conference**  
October 7 to 10, 2007 – Traverse City, MI  
[www.nritsconference.org](http://www.nritsconference.org)

**14th World Congress on ITS**  
October 9 to 13, 2007 – Beijing, China  
[www.itsworldcongress.cn](http://www.itsworldcongress.cn)

**Road Weather Information System (RWIS) Equipment and Operations Workshop**  
October 10, 2007  
[www.nritsconference.org/RWIS.html](http://www.nritsconference.org/RWIS.html)

**Intertraffic North America**  
October 10 to 12, 2007 – Fort Lauderdale, Florida  
[www.intertraffic.com](http://www.intertraffic.com)

**TAC Annual Conference and Exhibition**  
October 14 to 17, 2007 – Saskatoon, SK  
[www.tac-atc.ca](http://www.tac-atc.ca)

**CUTA Fall Conference and Trans-Expo 2007**  
November 10 to 14, 2007 – Québec, QC  
[www.cutaactu.ca](http://www.cutaactu.ca)

**Gulf Traffic Exhibition and Conference**  
December 10 to 12, 2007 – Dubai, UAE  
[www.gulftraffic.com](http://www.gulftraffic.com)

### 2008

**Intertraffic China**  
April 24 to 26, 2008 – Beijing, China  
[www.intertraffic.com](http://www.intertraffic.com)

**15th World Congress on ITS/ITS America's 2008 Annual Meeting & Exposition**  
November 17 to 20, 2008 – New York, NY  
[www.itsa.org/worldcongress.html](http://www.itsa.org/worldcongress.html)



**ITS CANADA ANNUAL CONFERENCE  
AND GENERAL MEETING 2008**  
Montreal ~ Quebec ~ Canada  
[www.itscanada.ca/montreal2008](http://www.itscanada.ca/montreal2008)