

Metropolitan Transit Authority

Harris County



Texas Department of Transportation

City of Houston

Greater Houston Transportation and Emergency Management Center

**FOR IMMEDIATE RELEASE**

**June 12, 2001**

## **HOUSTON TRANSTAR MADE BIG SPLASH AT THE 2001 INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA ANNUAL MEETING**

“New exhibit display and the Advanced Traffic Management System were main attractions for the thousands in attendance”

(Houston, Texas) ---- Houston TranStar, the Transportation and Emergency Management center for the greater Houston region had an impressive showing at the internationally recognized 2001 ITS Annual Meeting in Miami Beach, Florida.

At the 2001 ITS Annual Meeting, Houston TranStar debuted the new “Pride of Texas” exhibit display and showcased the Advanced Traffic Management System that is being deployed throughout the greater Houston area.

As one of the most successful employers of ITS technology in the nation and in fact the world, Houston TranStar continues to be on the cutting-edge as it relates to new technology and safe and efficient movement for the people of the greater Houston region.

According to Jack Whaley, Director of Houston TranStar, “The partnership that comprises Houston TranStar had a goal to raise our profile and level of participation at this major industry event. With the debut of our new exhibit display, effective communications materials, attendee interfacing and showcasing the Advanced Traffic Management System we were able to realize this goal.

Over 2500 attendees visited the Houston TranStar booth and had an opportunity to get a first-hand view of the many services, features, partnerships and technologies employed by Houston TranStar. This years meeting allowed the partnership the opportunity to prominently position ourselves for next years meeting in Long Beach, California”.

Long considered a premier event, the ITS Annual Meeting is the largest Intelligent Transportation System related meeting in the world, and has been deemed by national and international industry leaders to be the single most important event of the year.

For more information on Houston TranStar’s participation in the 2001 ITS Annual Meeting, please contact Artee T. Jones, Executive Public Information Officer at 713-881-3244 or e-mail: [ajones3@houstontranstar.org](mailto:ajones3@houstontranstar.org) or visit [www.houstontranstar.org](http://www.houstontranstar.org).

-end-



**Houston Transtar Director John Whaley, demonstrating the Houston Transtar website for ITSA President Dave Hensing.**



**A 2001 ITS Annual Meeting main attraction, the Advanced Traffic Management System (ATMS) that is being deployed throughout the greater Houston metropolitan area.**



**(L-R) United States Department of Transportation-Federal Highway Administration Research Engineer Raj S. Ghaman, P.E., Larry Head of Siemens, Harris County Traffic and Transportation Manager Andy Mao, P.E. and Richard D'Alessandro.**



**(L-R) Houston TranStar Director John Whaley, Mark Olson of The United States Department of Transportation –Federal Highway Administration and Lloyd Smith, Director of Traffic Management for METRO.**



**Houston TranStar Executive Public Information Office Artee T, Jones and Peter Body LAN-Administration for Traffic.com and Mobility Technologies.**





United States Department of Transportation-  
Federal Highway Administration Highway  
Research Engineer Raj S. Ghaman, P.E. and  
Harris County Traffic and Transportation Manager  
Andy Mao, P.E.



Houston TranStar Director John Whaley  
discusses the uniqueness of Houston TranStar  
with representatives from PBS&J.



(L-R) United States Department of  
Transportation Federal Highway Administration  
ITS Engineer Paul R. Olson, Houston TranStar  
Director John Whaley and Raj S. Ghaman, P.E.,  
Travel Management Team Leader of the United  
States Department of Transportation Federal  
Highway Administration-Office of Operation  
R&D.



Hats off to Texas: Artee T Jones gets set to welcome visitors to the stand.

## Introducing the Pride of Texas team

The Houston TranStar consortium is taking its presence at ITS America 2001 "to a new level" with its Pride of Texas exhibit. It signals a plan to play a higher profile role in ITS America proceedings, according to the organization.

The display will showcase the Advanced Traffic Management System (ATMS) that is being deployed throughout the greater Houston metropolitan area. The system featured at the exhibit will demonstrate the hardware and software platforms for the greater Houston regional traffic control system.

The ITS system is the first in the Advanced Transportation Controller family of national standard development efforts and consists of the ATC 2070 Controller, ITS cabinet, ICONS traffic management system and the Next Phase local control soft-

ware packages. Harris County is the first agency in the nation to use the 2070 Controller/ITS Cabinet hardware package for traffic signal operations and communication hub applications.

According to Jack Whaley, Director of Houston TranStar: "The partnership that comprises Houston TranStar is truly excited about our participation in the 2001 ITS America Annual Meeting. Having been an ITS exhibitor for the past four years, the partnership feels this year's efforts raise our participation to a higher level."

Houston TranStar is a partnership between the City of Houston, Harris County, the Metropolitan Transit Authority and the Texas Department of Transportation.

Houston TranStar is at booth 833 or on the web at [www.houstontranstar.org](http://www.houstontranstar.org)