

Metropolitan Transit Authority

Harris County



Texas Department of Transportation

City of Houston

Greater Houston Transportation and Emergency Management Center

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**HOUSTON TRANSTAR TO MAKE BIG SPLASH AT THE 2001 ITS
AMERICA ANNUAL MEETING WITH THE UNVEILING OF A
NEW EXHIBIT DISPLAY AND SHOWCASING THE ITS
ADVANCED TRAFFIC MANAGEMENT SYSTEM**

(Houston, Texas) ----- Today, Jack Whaley, Director of Houston TranStar, announced the Houston TranStar consortium will formally unveil the "Pride of Texas" exhibit display at the (ITS) Intelligent Transportation Society of America 2001 Annual Meeting June, 4, 2001 in Miami, Florida.

This new "Pride of Texas" exhibit is a red, white and blue 10X20 mosaic plus display featuring (2) 21inch television monitors, (2) hanging monitor kits, a projection screen and a state of the art lighting system. The "Pride of Texas" exhibit display will feature the seals of all the government agencies that comprise Houston TranStar, while communicating the various services offered and ITS technologies successfully employed by Houston TranStar.

In addition to unveiling a new exhibit display, Houston TranStar will also showcase the ITS Advanced Traffic Management System (ATMS) that is presently 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 of 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 software packages. Harris County, a valued Houston TranStar partner, is the first agency in the nation to utilize the 2070 Controller/ITS Cabinet hardware package for traffic signal operations and communication hub applications.

According to Jack Whaley, "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 4 years, the partnership feels this year's efforts raise our participation to a higher level. The new exhibit display and showcasing the ITS Advanced Traffic Management System, in front of the thousands who will be attending this well respected annual meeting is part of our plan for a higher level of involvement at the ITS America Annual meetings."

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Houston TranStar is a partnership between the City of Houston, Harris County, the Metropolitan Transit Authority and the Texas Department of Transportation. These government agencies combine the resources and expertise of each agency to provide Transportation and Emergency Management services to the region.

ITS America's Annual Meeting is the largest Intelligent Transportation System related meeting in the world, and is considered by national and international industry leaders to be the single most important event of the year. ITS American anticipates 4,000 ITS professionals in attendance with more than 100 exhibits on display.

To see a demonstration of the Houston TranStar Advanced Traffic Management System or to view the "Pride of Texas" exhibit display, please visit booth number 833 at the Miami Beach Convention Center.

For more information on Houston TranStar, please contact Artee T. Jones, Executive Public Information Officer at (o) 713-881-3244/ (pg.) 713-607-0182 or e-mail: ajones3@houstontranstar.org. Visit us on the web at www.houstontranstar.org. During the 2001 ITS America Annual Meeting, please contact the Fountainbleau Hilton Hotel at 305-528-2000.