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**ITS World Congress 2017 to Showcase Dedicated Short Range Communications (DSRC)
Technology to Demonstrate Importance of Connected Vehicles to Infrastructure**

Washington, DC — October XX, 2017 —ITS World Congress 2017, held in Montréal October 29 – November 2, 2017, will feature autonomous and connected vehicles integrated with Dedicated Short Range Communications systems (DSRC). This cutting-edge technology is expected to reduce the number of road and highway accidents involving other vehicles, pedestrians and cyclists.

ITS World Congress 2017 is the premier ITS industry event, gathering global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes, and live systems. “DSRC is a major research priority for transportation agencies around the globe and it is only natural that it would be a key focus for the event,” said Interim ITSA President and CEO David St. Amant.

DSRC technology will be highlighted both inside and outside of the Palais des congrès de Montréal as a feature of the ITS World Congress’ Demonstrations of ITS Technology.

The demonstrations include Controlled Spectrum Sharing of a deployed DSRC network that is fully compliant with FCC Rules and IEEE/SAE specifications for WAVE. These demo activations are being done in partnership with Lear and supported by the City of Montréal. Controlled Spectrum Sharing allows infrastructure authorities and associated network operators the ability to dynamically control access to service channels for the delivery of mobile, internet-based services subject to prioritization of safety and mobility applications – all in a secure manner.

The ITS World Congress will show how wireless vehicular communication has the potential to develop new applications that will improve safety, prevent accidents and save lives. There will be real time messaging between vehicle-to-vehicle (V2V), infrastructure-to-vehicle (I2V), vehicle-to-pedestrian (V2P), pedestrian-to-vehicle (P2V) and signal phase and timing (SPaT). Live demonstrations taking place during the show will involve pedestrians and vehicles to show how DSRC works. Attendees will be encouraged to ride along in vehicles to observe the technology in real time. The ITS World Congress' Demonstrations of ITS Technology are free to registered attendees.

In addition to demonstrations and exhibits, the event currently features four sessions showcasing DSRC.

- ACTIVE-AURORA: The First Connected Vehicle Test Bed Network in Canada
- Oakland County CV Task Force: DSRC and Controlled Spectrum Sharing
- Orange Traffic and Trustpoint (Escript): DSRC-Enabled LED Sign
- Southwest Research Institute (SwRI): Utilizing Infrastructure Information to Enable Highly Automated Vehicles

The sessions are offered within the ITS World Congress program, presented by intelligent transportation experts from all over the world and covers technical subjects as well as the institutional, business, and economic aspects of intelligent transportation and supporting systems.

For more information about ITS World Congress and Procurement Day, and to register visit: itsworldcongress2017.org.

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About ITS World Congress

Held in Montréal October 29 – November 2, 2017, the ITS World Congress 2017 brings together global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes, and live systems. The event is produced by ITS America in conjunction with ITS Canada and co-organized by ITS Europe and ITS Asia-Pacific.