NEW PRODUCTS
This section of the Journal is a service offered to Sustaining Members of IMSA to assist them in promoting their new products to our readers.

TAPCO Introduces New Product
Compliance made simple! TAPCO is excited to announce a new software program for the Digital Division. What is it? Where is it? How reflective is it? What condition is it in? The FHWA is requiring by Jan 2012 agencies shall implement and maintain a management method that is designed to maintain traffic signs at a minimum level of reflectivity.

The addition of SimpleSigns and RoweMap Software allows you to maintain a simple detailed history of your sign assemblies, inspections and maintenance. Simple Signs Sign Management Software is designed to be an easy to use, cost effective solution to monitor your signs to maintain MUTCD requirements on reflectivity. SimpleSigns not only tracks your signs by type, characteristics, and history it also integrates with GPS to capture location into your software. Links to pictures and documents gives a total picture and report history of your sign. You can easily create a layer (shapefile) for use in GIS software. The RoweMap option for SimpleSigns, a GIS view and query software, displays a map of sign locations that is searchable for specific sign parameters or values. Set sign location, zoom in to identify signs. Map Tip shows sign id or code.

The use of SimpleSigns with the GR3 Retrorreflectometer or one of the other assessment or management methods gives you a complete record of your signs. Compliance of the 2012 Minimums on Reflectivity set by FHWA is truly “Simple”.

For more information and a demonstration we will be at booth 314 at the IMSA International Conference in Bellevue, WA. We may also be contacted at www.tapconet.com/digital or email joanne@tapconet.com. Feel free to call TAPCO at 800-236-0112 or view our entire line of safety and transportation industry products at www.tapconet.com.

Georgia DOT Re-launches Improved NaviGAtor 511 Travel Information System: Features New Technology, Smart-Phone App & Sponsorship Partners
The Georgia Department of Transportation, home of one of the most popular, heavily used real-time traveler information systems in the country, today unveiled the next generation of Georgia NaviGAtor 511. The new system brings new features and, through a public-private partnership, new sponsors, allowing the Department and its 511 provider, Meridian Environmental Technology, Inc., an Iters company, to operate and maintain the system at no cost to Georgia taxpayers.

This is the first major upgrade of the Georgia NaviGAtor 511 system since its inception for the 1996 Olympic Games and is part of a federal effort to establish traveler information services nationwide. The new platform creates a foundation for many new traveler information enhancements planned for the future, such as statewide congestion reporting and 511 services in Spanish.

PepsiCo, and its blockbuster-selling brand, Mountain Dew, is the first nationally-recognized brand to sponsor the state’s new Georgia NaviGAtor 511 system. Company promotions will lead the system’s sponsorship program, complete with Mountain Dew truck-back artwork and sponsor messaging on 511 services.

“By engaging sponsorship opportunities, we can continue to provide vital services to travelers in a time of unprecedented funding challenges,” said Georgia DOT Commissioner Vance C. Smith, Jr. “Our ongoing mission is to keep travelers safe and informed and to provide for their mobility throughout the state. The Department is recognized as a national leader in traveler information services and this represents a natural growth and progression of that innovation.”

One feature new to the NaviGAtor 511 system is the 511 App, the official traveler information mobile phone application of Georgia. It provides real-time, location-based traveler information on Georgia’s highways, digital coupons and promotions as well as other special offers of interest to travelers.

“The original Georgia NaviGAtor system served the state well for many years, but it was limited relative to what we can offer with today’s technology,” said Mark Demidovich, Assistant State Traffic Engineer. “We’ve retained most of the features that our users favored; added a mobile app with special offers for travelers; and established a robust foundation for future NaviGAtor and 511 expansions.”

The integrated Georgia NaviGAtor 511 sponsorship program includes four program components:

- The 511 phone system, developed by Meridian, which has received over 5 million calls since inception in August 2007 and is being expanded to accommodate brief sponsor messages and future concierge-style services;
- The main Georgia NaviGAtor website, 511ga.org, redesigned and developed by Meridian, Iters, and partners,

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**Georgia NaviGator, 511 App and integrated sponsorship programs, promoted and managed by 511Live, LLC.**

“People are very mobile and need to know traffic and road conditions before and during their trip,” said Leon Osborne, president and CEO of Meridian Environmental Technology, Inc. “The new NaviGAtor website and mobile app will make it easier to plan trips, avoid problem areas, and reach destinations more quickly and safely.”

To demonstrate the power of the system, the new applications, and the special offers available, Georgia 511 is planning a major summer promotion to coincide with the summer travel and construction season.

The Georgia Department of Transportation is committed to providing a safe, seamless, and sustainable transportation system that supports Georgia’s economy and is sensitive to both its citizens and its environment. For general information on the Georgia DOT, please visit www.dot.ga.gov.

**About the 511 Sponsorship Team**

**Meridian Environmental Technology, Inc. (MET)**


**Iteris, Inc.**


**511Live**

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**Econolite Introduces Autoscope® ENCORE™**

Introduction of Autoscope ENCORE™ highlights 20th anniversary of development partnership

Econolite and Image Sensing Systems, Inc. (ISS) today announced the introduction of Autoscope® ENCORE™, the next generation of Autoscope multitasking video solutions, providing the reliable, immediate and comprehensive traffic information necessary for the most

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NEW PRODUCTS . . . Continued from page 44

**Georgia DOT Re-launches . . .**

- The mobile app, developed by 511Live, LLC, now available as a free download for iPhone users (Blackberry and Droid apps coming soon); and,
- Signs on the state right-of-way to promote the 511 program and its sponsors, managed by Revelation Outdoor, LLC.

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continued on page 44

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**Econolite Introduces . . .**

demanding intelligent transportation systems (ITS).

The *Autoscope ENCORE* introduction marks 20 years of a successful product development partnership between Econolite and Image Sensing Systems. “As a pioneering force in transportation technology, the Econolite-ISS partnership continues to identify and address the burgeoning need in the ITS industry for automated multitasking detection tools,” said Econolite Chief Executive Officer Mike Doyle. “We are proud to play a key role in firmly establishing *Autoscope* as the technology leader.” As an exclusive distributor for *Autoscope*, Econolite has helped deploy more than 95,000 *Autoscope* units since the partnership began in 1991.

A true multitasking video detection solution, *Autoscope ENCORE* features powerful network browser navigation, comprehensive data collection, Internet access via web server, and software development tools to achieve efficiencies and seamlessly integrate with other ITS systems. This offers unparalleled control, security, and immediate data and video access. Its dual-core digital signal processor (DSP) with advanced RISC machine (ARM) processing is part of a low-power consumption system-on-chip (SoC) package. This SoC architecture combined with multi-threaded software enables the *ENCORE* sensor to process video images in real time to detect traffic, extract data, identify incidents, and transmit detector outputs while simultaneously streaming MPEG-4 video output.

“*Autoscope ENCORE* builds upon all of the legendary features of its *Autoscope* predecessors, making it a powerful ITS solution,” said Ken Aubrey, President and CEO of Image Sensing Systems, Inc. “By simplifying installation and leveraging a new high-integrity enclosure design, *Autoscope ENCORE* represents an environmentally secure video detection platform upgrade, providing convenient integration with virtually any network while at the same time reducing overall visual obtrusiveness.”

*ENCORE* sensors feature a unique lens aperture as part of a newly designed housing assembly that provides the best video detection possible in all weather and lighting conditions while reducing unit weight and end-to-end footprint by nearly 50 percent.

A critical enabling component in helping elevate traffic management systems to an ITS program, *Autoscope ENCORE* provides the comprehensive data collection capabilities for agencies to increase safety, mobility and quality of life.

**About Econolite**

For more information about Econolite, visit: [www.econolitegroup.com](http://www.econolitegroup.com).

**About ISS**

For more information Image Sensing Systems, Inc. visit: [www.imagesensing.com](http://www.imagesensing.com).

**McCain Inc. Introduces the Latest Version of QuicNet Pro™ Central Control Software**

*The Latest Advanced Traffic Management System (ATMS) Providing Optimal Traffic Control*

McCain Inc., a leading manufacturer and supplier of intelligent transportation systems, traffic control equipment and parking guidance solutions, announced on April 6, 2011, the release of a new major version upgrade to QuicNet Pro 2.0 central control software, an advanced software system that provides traffic control from a central location.

McCain’s QuicNet Pro 2.0 software is an Advanced Traffic Management System (ATMS) that allows entire transportation networks to be monitored and optimized from a single platform. QuicNet Pro central control software currently operates in over 40,000 intersections worldwide. The software is fully scalable, allowing installation in as few as five intersections using a single server or expansion to a limitless number of intersections and field masters.

Enhancements to QuicNet Pro 2.0 traffic control software include extensive 24/7 data collection and easy-to-read charts, allowing quick identification of trends, resulting in cost reduction and improved traffic flow. The software offers superior document management and customized traffic reports that provide a historical perspective on data collected around-the-clock.

“We value our customer’s feedback and have used it to improve the features and functionality of our QuicNet Pro software, offering users a multitude of tools to accomplish more on a single platform,” said Brian Wagner, ITS solutions manager for McCain Inc.

QuicNet Pro software presents a single interface for viewing and managing multiple ITS applications, promoting comprehensive expandability. QuicNet Pro central control software also supports QuicTrac™ adaptive signal control, offering traffic signal coordination along a corridor based on prevailing conditions, yielding smooth, balanced traffic flow and enhanced arterial performance. Coupled with local controller software, QuicNet Pro traffic control software can also manage additional ITS functions including light rail priority, incident management, freeway ramp metering, tunnel and lane control.

For more information about McCain Inc. visit [www.mccain-inc.com](http://www.mccain-inc.com).

*More New Products on page 47*

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GE Lighting Solutions introduces its game-changing, all new GTx family of LED traffic signals. With the GTx line, GE is paving the way to a whole new era of value-added flexibility, power savings and ease of installation.

The GTx round module features a power supply that permits fault logging and LED degradation compensation by actively controlling the current to the LEDs. What’s more, working hand in hand with the power supply are option boards that permit unprecedented flexibility, allowing simple adoption of features such as incandescent mimicking, data communication, ITS integration and much, much more. Add to that a slanted front shell for reduced sun phantoms, internal mask capability and a sleek polycarbonate back with weatherproof connections for trouble-free longevity and ease of installation. GTx offers a whole new level of flexibility, power savings and durability in a next-generation LED signal. ITE Compliant. ETL verified.

Additionally, when it comes to pedestrian signals, GTx can be adapted to a municipality’s precise signalization needs. In fact, a host of available options* means over 100 versions of GTx are possible. From the specific countdown parameters you specify, to what you want the screen to display during the learning cycle and much, much more, the GTx is ready to deliver. So not only does the GTx pedestrian signal meet ITE norms and ETL verification, it meets the most important specifications of all...yours.

* ITE compliance may vary depending on the option.

Introducing Opticom™ Multimode Technology for Integrated Traffic Signal Priority Control

Global Traffic Technologies, LLC (GTT) is proud to announce an addition to its Opticom™ traffic signal priority control system – Opticom™ Multimode Technology.

Opticom™ Multimode Technology offers seamless interoperability between infrared (IR) and secure GPS radio technologies. Now management of your priority control systems can be accomplished in one fully integrated solution, regardless of activation technology used in or around your region. Points of failure can be eliminated and vehicles can be precisely located in real time for easier maintenance and operations.
NEW PRODUCTS . . .  Continued from page 47

Introducing Opticom™ . . .

- Multimode vehicle unit that combines both infrared and GPS radio activation methods into one coordinated device
- Opticom™ Central Management Software that allows you to remotely manage, monitor, maintain and secure your traffic signal priority control system with both infrared and GPS radio technologies

For more information visit booth #200 at the Annual IMSA Annual Conference, call 800-258-4610, email sales@gtt.com or visit our website at www.gtt.com.

Sensys Networks’ SNAPS 2.4 Delivers on Improved User Interface and Enhanced Reporting, Automation Functions

Sensys Networks, Inc., the world’s leading provider of wireless traffic detection and integrated traffic data systems, announces the latest release of SNAPS 2.4.

Version 2.4 employs Google Maps to provide traffic managers with real-time traffic conditions via color-coded congestion segments. An enhanced user interface enables advanced remote network management and real-time system performance validation, while user-defined alerts improve responsiveness to changing traffic conditions and hardware/software events.

Further streamlining traffic management operations, SNAPS 2.4 automation upgrades include statistical reporting at customizable intervals-on count, speed, percentage of lane occupancy, user-defined reporting templates (exportable to Excel, HTML or graphic display file formats), and the ability to output data to a variety of 3rd party applications.

“Integrating our customer’s feedback greatly improved SNAPS’ functionality and provided a highly extensible platform for their detection systems,” says Brian Fuller, VP of Engineering. “Our continued commitment to improving all aspects of our VDS240 wireless vehicle detection is apparent in this latest release.”

For more information about Sensys Networks visit: www.sensysnetworks.com.

New Dialight StreetSense™ Series LED Street Light Delivers High-Output with Precision Optics for Ultra-Low TCO and Maximum Energy Savings

Made in U.S.A. to Meet Buy American Act Featuring Dialight’s Exclusive Driver Technology for Optimum Performance and Long-Life Reliability

Dialight (LSE: DIA.L), the innovative global leader in LED lighting technology, today unveiled its latest innovation in LED roadway and area lighting with the new Dialight StreetSense™ Series LED Street Light featuring Dialight’s exclusive optics technology for precision light placement along with maximum energy efficiency and reliability for ultra-low total cost of ownership over the lifetime of the fixture.

Delivering up to 75 lumens per watt and 70 percent lumen maintenance over 60,000 hours, the new StreetSense fixture leverages Dialight’s own proprietary integrated precision driver design to maximize performance and thermal management within a compact and lightweight housing. Driven at just 350mA for long-life LED performance, the high-output StreetSense streetlight utilizes the latest lighting-class Cree XLamp® XP-G LEDs and operates at 100-277V to provide a superior quality, cool white light with a CRI of 70 and 6000K CCT.

“This fixture incorporates a number of Dialight’s industry-leading innovations, including our exclusive precision optics and unique angled design for more precise light placement that minimizes light trespass, especially in residential areas,” said Roy Burton, group chief executive at Dialight. “And, our exclusive in-house driver design ensures maximum energy efficiency and thermal management backed by Dialight’s legendary reputation for innovative power supply optimization and reliability.”

The new StreetSense fixture is available with optional dimming capability and/or photocontroller for dusk-to-dawn operation. With instant-on and a power factor greater than 0.95, the StreetSense fixture provides flexible control options in a rugged, cast aluminum housing with UV and abrasion resistant polycarbonate lens (glass options available upon request). Available now with Type III optics; Type II, IV and V models will soon be available.

For more information about Dialight’s StreetSense™ Series LED Street Light including LM-79 reports, IES files and technical datasheets, visit www.dialight.com.

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IMSA Journal
OSRAM Sylvania Introduces Professional Series LED Lamps
High-Definition LED Lamps Offer Unique Combination of High Lumens, Excellent Color Rendering

Known for delivering exceptional quality, high performance products and sustainable solutions across all applications, North American lighting leader OSRAM SYLVANIA is pleased to introduce its latest series of LED lamps, the SYLVANIA ULTRA Professional Series. Featuring energy-efficient technology and innovative design, SYLVANIA ULTRA Professional Series LED lamps are an ideal solution for retail, hospitality, museum and high-end residential settings.

As the closest rival to halogen lamps in today’s market, SYLVANIA ULTRA Professional Series LED products offer color rendition with a color rendering index (CRI) of 95, together with an R9 color rating that is greater than 50. In addition, these lamps offer high lumen output, robust dimming functionality, attractive styling and ratings for indoor and outdoor use.

“The SYLVANIA ULTRA Professional Series offers high-definition lighting and unparalleled performance. This is the LED replacement product line professionals have been waiting for,” said Ellen Sizemore, OSRAM SYLVANIA manager of product marketing. “With our innovative design and energy saving technology, the ULTRA Professional Series is truly the most advanced line of LED products available today.”

The color performance of SYLVANIA ULTRA Professional Series LED lamps includes superior color consistency, achieved through a rigorous LED binning process. The LEDs are hot binned at 85-degrees Celsius, within a three-step McAdams ellipse measurement of color difference.

Currently available in four lamp types - PAR20; PAR30 and PAR30 LN; and PAR38, the SYLVANIA ULTRA Professional Series lamps can be quickly and easily installed into practically any application.

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Wattage</th>
<th>Beam Angle</th>
<th>CRI</th>
<th>Lumens</th>
<th>IPW</th>
<th>CCT</th>
<th>CRI</th>
<th>R9</th>
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<td>LED PAR20</td>
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<td>30&quot;</td>
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<td>1900</td>
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<td>3000K</td>
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To learn more about these products and other LED products from OSRAM SYLVANIA, please visit www.sylvania.com.

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Manufacturers of Quality Traffic Control Bases, Fire Alarms, Poles and Historic Fixtures Since 1948

OSCRAM Clean Lab

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ISO 9001:2008 Award . . .

ments of management systems against requirements of national and international standards for quality.

For more information about Sensys Networks visit: www.sensysnetworks.com

Intuicom Signs Twincrest Technologies as Exclusive Texas Distributor
Relationship Further Enhances Leadership in Intelligent Transportation Solutions

Intuicom, Inc., a leading manufacturer of wireless solutions for the traffic and intelligent transport solutions industry, has announced an exclusive partnership with Twincrest as their exclusive distributor in Texas. Intuicom provides wireless traffic management solutions for cities and municipalities across North America.

“We’re pleased to partner with a quality company like Twincrest, who share our focus on superb customer service and bringing reliable, best-in-class solutions to an increasingly sophisticated market,” said Tom Foley, President and CEO of Intuicom.

Econolite Group Endorses “Smart Technologies for Communities” Act

Econolite Group, Inc., announced on April 25, 2011, that it has signed the Intelligent Transportation Society of America (ITS America) letter of endorsement for the “Smart Technologies for Communities Act of 2011” – Bill H.R. 995 – introduced by Congressmen Mike Rogers (R-Michigan) and Russ Carnahan (D-Missouri). The letter is co-signed by ITS America President and CEO Scott F. Belcher; and Ann Flemer, Deputy Executive Director for Policy at the Metropolitan Transportation Commission and Chair of the ITS Board of Directors.

In addition to more than 100 transportation industry leaders and other national, state, and local agencies and organizations, Econolite Group, by signing the letter, supports the Smart Technologies for Communities Act. The bill would provide funding to leverage Intelligent Transportation System (ITS) technologies to increase roadway safety, transportation efficiency, air pollution abatement, and multimodal connectivity – all of which enhances quality of life.

According to testimony from Econolite President and COO, and ITS America Board Member, David St. Amant, deployments of ITS technologies have yielded significant returns on investment, particularly in travel times, fuel economy, and greenhouse gas emissions. “High-tech solutions are cost effective and quick to deploy. For example, smart traffic signals that change based on real-world conditions are returning $40 to the public in time and fuel savings for every $1 invested, reducing travel delays by 25 percent and emissions by up to 22 percent,” said St. Amant.

“The Government Accountability Office found the benefit-to-cost ratio of a nationwide real-time traffic information system to be 25 to 1, with a $1.2 billion investment returning more than $30 billion in safety, mobility, and environmental benefits. In general, investment in ITS-enabled operational strategies have been found to have a 9 to 1 benefit-to-cost ratio, more than 3 times that of traditional construction projects,” said St. Amant.

Incorporating several points from St. Amant’s testimony, bill H.R. 995, if enacted, would establish a $1.2 billion

NEW PRODUCTS . . . Continued from page 49

McCain Inc. Offers an Energy-Efficient LED Tube Light for Illuminated Street Name Signs
The Latest Alternative to Fluorescents

McCain Inc., a leading manufacturer and supplier of intelligent transportation systems, traffic control equipment and parking guidance solutions, announced March 22, 2011, the addition of the LED Tube Light to their product portfolio.

The product allows users to replace fluorescent tubes in Illuminated Street Name Signs (ISNS) with energy-saving LEDs.

The LED Tube Light is a direct replacement for T12 6-and 8-foot fluorescent lights typically used in double-sided Illuminated Street Name Signs. The product is completely mercury-free and has an expected lifespan of more than 10 years, five times longer than standard fluorescents.

The LED Tube Light is compliant with future federal government energy-efficiency standards. In 2012, the federal government will require that the majority of light bulbs, including fluorescents, function at roughly 25 percent greater efficiency. The LED Tube Light produces more than a 40 percent energy savings over the T12 fluorescent light.

“Energy-efficient products are no longer discretionary, they’re the standard,” said Kleinjan Deetlefs, director of engineering at McCain Inc. “We’re glad we are able to offer energy-conscious, environmentally friendly products that are compliant with federal standards.”

LED Tube Lights are manufactured in 6-and 8-foot lengths and the tubes feature surface mount LEDs. LEDs are mounted on an aluminum heat sink contained within two plastic tubes joined and sealed at each end with a standard Fa8 single-pin contact. The LED Light Tubes are powered by a DC power supply that replaces the fluorescent ballast and is driven by the standard AC line voltages found in most fluorescent ISNSs.

For more information, please visit For more information visit: www.mccain-inc.com.