

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.

Iteris Debuted EdgeConnect™ Ethernet Communication Module

-- *EdgeConnect enhances remote connectivity to Iteris' best-in-class video detection processors--*

Iteris, Inc., a leader in the traffic management market that focuses on the application and development of advanced technologies, announced the debut of EdgeConnect, its new remote communications module.

The EdgeConnect provides both local and remote management of data and video over Ethernet — enabling system operators to manage their Vantage® video detection systems more effectively by allowing the user to view real-time video. The EdgeConnect's advanced MPEG4/H.264 video compression ability minimizes bandwidth usage, and is scalable to fit bandwidth availability. In addition, the EdgeConnect provides the ability to view up to 4 camera feeds through a single connection, enabling the user to quickly review the operation of an entire intersection on one screen.

"The EdgeConnect is a unique 'technology first' that enhances connectivity between systems in the field and a remote management system via Ethernet, which we believe is becoming an integral component of effective traffic management and control," said Abbas Mohaddes, Iteris' President and Chief Executive Officer. "We are delighted to offer this superior product to market which we expect will benefit traffic management authorities and motorists alike. The EdgeConnect is aligned with our overall strategy of providing end-to-end solutions to the traffic management market and we anticipate strong market acceptance. We also believe the EdgeConnect will contribute to the overall demand for our Vantage video detection systems and enhance Iteris' reputation as a technological leader in the traffic management industry."

Vantage Video Detection Solutions

Iteris applies video detection to a broad range of traffic management applications, including both intersection control and highway management

systems. The Company's advanced image processing technology is used in its Vantage product line to detect vehicle presence, count, speed, occupancy and other traffic data used in traffic management systems. This gives traffic managers a powerful toolkit for mitigating roadway congestion by modifying traffic signal timing or detecting incidents quickly. Vantage video detection cameras are multi-functional, flexible, and reliable. They have been deployed by hundreds of agencies in 49 U.S. states, and in Asia, Latin America, Europe, and the Middle East. The product is currently sold through a network of over 20 independent dealers in North America, Asia, Europe, and South America.

For information about Iteris, Inc. visit www.iteris.com.

GE's First Outdoor LED Area Light Out Saves, Outlasts HID Systems



The GE outdoor LED area light from GE Lighting Systems, Inc.—the first of many outdoor LED lighting systems the company will debut starting in 2008—provides up to 60 percent energy savings, longer life and significantly improved light-level uniformity compared with traditional HID lamp sources and optical systems, such as a standard 400-watt quartz metal halide system.

High performance LED systems from Lumination, LLC, also a GE Consumer & Industrial business, enable the GE LED outdoor area light to deliver excellent system and application efficiency with up to four times the recommended service interval of standard HID systems—a 50,000-hour planned service interval for the GE outdoor LED area light compared with a 20,000-hour rated life and 14,000-hour recommended re-lamp interval at 70 percent of rated life for a standard 400-watt quartz metal halide system.

GE Lighting Systems accelerated the development of the GE outdoor LED area light through extensive collaboration with Lumination, GE's globally

established LED systems company with expertise in LED-based signal, signage, architectural, display and white LED lighting systems. Lumination's LED Refrigerated Display Case system, an energy and maintenance cost saving replacement for linear fluorescent lighting, continues to transform how many grocers and major retailers light display cases. Wal-Mart's use of the inventive LED system represents the world's largest LED retrofit of fluorescent lighting.

"As a global leader in white LED system technology, we're perfecting the GE outdoor LED area light with the aggressiveness that we applied in literally creating the LED refrigerated display case lighting category," says Michael Petras, Vice President of electrical distribution and lighting, GE Consumer & Industrial.

The GE outdoor LED area light, with its patent-pending optical design, becomes available later this year after significant application analysis and real world testing that's underway.

"We're garnering a lot of attention among retail and municipal customers because they understand the value of our testing rigor, our quality focus, our fixture experience, our optical leadership and GE's LED integration know-how," says Paul Morse, President, GE Lighting Systems.

The addition of outdoor LED lighting systems is a major expansion of GE Lighting Systems' product portfolio.

"Our strategy is always to give customers more choices," notes Morse. "We're still innovating and delivering for customers who value traditional systems. LED technology simply provides a path to meet growing market demand for greater energy efficiency and lower lifetime costs."

Experience speaks volumes about longevity

Using LEDs as a reliable, long-term outdoor lighting solution requires consideration of a variety of design and application conditions that differ from traditional magnetic ballast and lamp systems.

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The GE outdoor LED area light improves visibility and quality of light versus standard HID systems by providing a comparatively higher color temperature (5500K), a 70+ color-rendering index and a low-glare optical design. It can do all this with lower lumens and considerable energy savings because its advanced optical design leverages the LED characteristics to deliver light precisely where it is intended to go.

The low profile design of the GE outdoor LED area light offers an aesthetically desirable appearance while incorporating clean lines and a reduced effective projected area. Its optics create a more uniform light level for the on-site activities that require light, while reducing off-site glare and light pollution. The luminaire's low glare and high uniformity benefits promote improved performance in security camera operation, since cameras are susceptible to glare sources and work better with a smaller range of scene brightness.

The GE outdoor LED area light's optical system satisfies IESNA Full-Cut-Off criteria, while providing enhanced photometric performance.

Each of the outdoor LED lighting systems that GE will introduce over the next 24 months and beyond will exemplify not only GE quality, reliability and inventiveness, but also GE Lighting Systems' more than 100 years of outdoor lighting experience.

For more information about GE Consumer & Industrial visit www.ge.com.

Wireless Solar-Friendly Long Range SCADA – SD4

Next Generation Licensed SCADA

Introducing the MDS SD4 - a new generation of software-defined licensed industrial wireless communications for high-capacity, long-range SCADA networks. Longer range, lower power draw, and identical hardware for access points and remotes ensure the lowest possible operational, maintenance, and sparing costs for modern SCADA networks.

Industrial Performance

- 30% greater range than competitive products
- Backward compatible with MDS 4710 networks

- Industry leading security
- MTBF Measured in decades

Modernize Your Networks

- Serial and Ethernet interfaces
- Centralized network maintenance
- Extremely low power draw
- Ideal for remote solar powered installations



The Software Defined Difference

- Over-the-air software upgrades and configuration
- Identical hardware for APs and remotes

For more information about GE Consumer & Industrial visit www.ge.com.

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Maricopa County Sheriff, Joe Arpaio, who is known for his tent city jail and pink underwear for inmates, sign autographs. He was the guest speaker at the Opening Breakfast.

Pelco Ad 4 color film NEW