

For Immediate Release

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**TrafficCast and DENSO to Introduce New Hybrid Roadside Device
that Connects Mobile Devices and Connected Vehicles
with IoT Data Collection and Analysis**

Combining TrafficCast's BlueTOAD® Spectra RSU with DENSO's Dedicated Short Range Communications device is critical to guide safety and mobility applications for connected and autonomous vehicle initiatives

MADISON, WI and SOUTHFIELD, MI – October 30, 2017 - [TrafficCast](#) and [DENSO](#), one of the world's largest automotive technology, systems and components suppliers today announced at the ITS World Congress in Montreal, the signing of a Joint Development Agreement. The collaboration will combine TrafficCast's market leading Bluetooth® signal detection with DENSO's Dedicated Short Range Communications (DSRC) device that is critical to V2X communications needed for Connected and Autonomous Vehicles (CAV).

The innovation enables complementary sensor functionality in a single roadside device by combining two wireless technologies, TrafficCast's BlueTOAD® Spectra RSU (2.4 GHz) system with DENSO's DSRC (5.9 GHz) technology. The device will guide safety and mobility applications for CAV initiatives, while also providing synchronization with transportation agency Travel Time and Performance Measures objectives.

"The collaboration between TrafficCast and DENSO specifically addresses current needs in the ITS industry, and adds value to the Connected and Autonomous Vehicle initiatives of our customers and end-users in the public and private sectors," said Al McGowan, CEO of TrafficCast.

Roger Berg, Vice President, North America Research & Development for DENSO International America, Inc. added, "This collaboration allows us to work together on the vehicle and data analytics side to innovate newer services – ones which we don't even know exist yet – where the additional information gathered by a much richer data set from DSRC would enhance any number of transportation safety and efficiency measures."

The collaboration will extend to the BlueARGUS™ traffic analytics software which currently supports BlueTOAD. BlueARGUS will be optimized for travel-time and CV data visualization using paired and unpaired Bluetooth detection, along with traffic signal phase and timing (SPaT) and Basic Safety Message (BSM) data. By implementing this integrated safety and mobility traffic monitoring system, traffic agencies and planners can attain ROI on day one for their adoption of performance measures evaluations and connected vehicle initiatives.

About TrafficCast: TrafficCast provides travel time forecasting, road speed monitoring and other traffic-related information, with technology, applications and content based on advanced digital traffic data. TrafficCast informs navigation and driver information services for a range of providers serving the interactive, mobile, enterprise markets and the public sector. TrafficCast's BlueTOAD™ travel time system is the market leader in Bluetooth® signal detection technologies, used in performance measures assessments to manage travel times, road speeds and route choice behaviors. The company is based in Madison, Wisconsin, with offices in Philadelphia, Atlanta, Chicago, Washington, California, Florida, Colorado and Shanghai. For more information go to www.trafficcast.com/spectrarsu

About DENSO in North America

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 28 consolidated subsidiaries and 4 affiliates across the North American region. Of these, 25 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 17,000 people in Alabama, Arkansas, California, Iowa, Georgia, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee and Texas. DENSO's North American consolidated sales totaled US\$9.6 billion for the fiscal year ending March 31, 2017. For more information, go to www.denso.com/us-ca/en. Connect with DENSO on Facebook at www.facebook.com/DENSOinNorthAmerica.

DENSO Worldwide

DENSO Corp., headquartered in Kariya, Aichi prefecture, Japan has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people worldwide. Consolidated global sales for the fiscal year ending March 31, 2017, totaled US\$40.4 billion. Last fiscal year, DENSO spent 8.8 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.denso.com, or visit our media website at www.denso.com/global/en/news/media-center/