ITS Plus, Inc.

Technical Product Presentation
• **History**
  – Founder

• **Advanced Cameras**
  – “Never Clean” Lens
  – Ultra Green – AC or DC Operation
  – Immune to Traditional Camera Failures

• **VIVDS - Single Or Dual Channel Cards**
  – Optimized for Adaptive Control
    ▪ Advanced Detection to 1000 ft.
    ▪ Vehicle Counting
    ▪ Stop Bar Detection
  – Ethernet

• **Power Line Modem Option**
  – Utilizes existing field wires – no coax/power cables to pull
# Features Comparison of Various Detection Technologies

<table>
<thead>
<tr>
<th>Feature</th>
<th>Traditional VIVDS</th>
<th>Radar</th>
<th>FLIR</th>
</tr>
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<tr>
<td>No Lens Cleaning</td>
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**Traditional VIVDS**
- No Lens Cleaning
- Minimizes/Eliminates Glare
- Ethernet Video to TMC
- 1000 ft Advanced Detection
- Price: 4 Way Intersection $10K-$20K
ITS Plus Combines the Best Features of Radar, FLIR and Video at the Best Price

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• **Maintenance**
  – Lenses require cleaning
  – Cameras can become misaligned due to wind
  – Mechanical zoom/focus can shift due to vibration

• **Reliability**
  – Typical field failures include:
    ▪ Connectors
    ▪ Power supplies
    ▪ Water Leak

• **Advanced Detection/Vehicle Counting are Limited**

• **Pulling Coax/Power Cables Thru Old Conduits**
  – Sometimes impossible
• Ease of Installation
  – Light Weight – 2 lbs.
  – Up to Two Cameras “Slide” on to a Single Astro Bracket
    ▪ No bolts to align – only require a #2 Phillips screw driver
  – No specialized/Sole Source Connectors
    ▪ Two stripped power wires and a coax with BNC
  – Low Density Material Case Stays Cool in the Summer
  – Camera Alignment Takes About 10 Seconds
  – Smaller bundle of wires to pull
  – Interoperability with Improved performance

• Ultra Low Maintenance
  – “Never Clean” Lens
    ▪ Small Aperture
    ▪ Wrapped Visor
    ▪ Low Density Material Lens Cover (non glass)
      – No Heater Required
    ▪ Electronics
  – Camera Gimbal is located Inside, not Outside
  – Single Lens Solution
    ▪ Clearer Image Quality
• Reliability
  – Case
    ▪ NEMA 4 enclosure
      – Connectors enter from the bottom
      – Strain reliefs
      – Low Density case material keeps semiconductors cooler
  – Semiconductors
    ▪ Ambient Temperatures 50F lower
    ▪ Sub 1W power consumption
    ▪ Power Supply Over Spec’d by 5x
    ▪ Reduced number of components
      – Fewer components, over spec'd at low power and lower temperature has an exponential effect on MTBF
  – Water Leakage Eliminated
    ▪ No temperature/pressure issues as in traditional sealed cameras
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<th>Traditional Cameras</th>
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<tr>
<td>Ambient Temperature</td>
<td>120F</td>
<td>170F</td>
</tr>
<tr>
<td>Power</td>
<td>0.8W</td>
<td>10W – 20W</td>
</tr>
<tr>
<td># of Parts/Complexity</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Semi’s Over Spec’ed</td>
<td>Idling at 20%</td>
<td>80% - 100%</td>
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LEFT TURN YIELD ON GREEN
## Camera/VIVDS/PLM Roadmap

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<td>CMOS+PLM+VIVDS</td>
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<td>Transmitter Power Consumption</td>
<td>30W Peak, 14.4W Avg</td>
<td>8.8W</td>
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<tr>
<td>Receiver Power Consumption</td>
<td>17W</td>
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<td>2.5W (≈ 7W VIVDS)</td>
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<td>Cameras + PLM + VIVDS</td>
<td>$1.00</td>
<td>$0.76</td>
<td>$0.58</td>
<td>$0.24</td>
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ITS Plus Confidential
• We make a lot of claims.
  – Prove it to yourself.

• What is our biggest problem?
  – It is not Technology, it is Psychology.

• So answer the following question
  – Wow that really sounds great, but…..
Our **corporate name** is:
ITS Plus, Inc.

Our **logo** is:
**ITS Plus**³
Safety • Sensors • Solutions

Our **website** is:
[www.itsplus3.com](http://www.itsplus3.com)

Thank you!