

COMPANY EXPERIENCE

SmartRoute Systems

Cambridge, MA

SmartRoute Systems is one of the country's leading firms in the design, development and deployment of early-stage Intelligent Transportation Systems (ITS) technologies. The company has unique expertise in the design and operations of an ITS Traffic Operations Center; design and deployment of advanced traveler information technologies; rigorous cost/benefit analysis of alternate data collection technologies; and the development and implementation of privatization strategies for ITS. Examples of SmartRoute Systems existing operations include the following:

- SmartRoute Systems is a leading innovator in the design and deployment of "intelligent traveler information systems," delivering interactive traveler information over the electronic "pipes and boxes" comprising the Information Superhighway. Its proprietary systems include multi-tasking management software for controlling interactive audiotext; a scaleable data fusion system; a prototyped traveler information delivery system for interactive television, and a delivery mechanism for serving pre-programmed alphanumeric pagers with traveler information.
- SmartRoute Systems designed and operates the only fully-privatized ITS Traffic Operations Center (TOC) in the country, with the capacity to implement fully-integrated ITS functions, including data collection, data fusion, and data dissemination. From this TOC, SmartRoute Systems presently services a number of private sector clients, including traditional radio and television, cable TV, cellular phone and paging companies.
- SmartRoute Systems designed and operated the *SmarTraveler* Operational Test in Metropolitan Boston, funded by the FHWA Office of ITS and Traffic Operations, pursuant to the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991. The *SmarTraveler* project is presently supported by the Massachusetts Highway Department (MHD), delivering "real-time, on-demand, location-specific" traffic and transit information to anyone in eastern Massachusetts with a touch-tone phone, free of charge. The *SmarTraveler* service has been extensively evaluated by MHD, has demonstrated to be highly effective at modifying traveler behavior, and is now being incorporated into the Department's long-term congestion management plans.

- SmartRoute Systems is a member of the consultant team headed by TRW, designing and implementing the TravInfo project for the Metropolitan Transportation Commission in San Francisco. The company's special responsibilities include contribution to overall system design, "Traveler Advisory Telephone Systems (TATS)," Advanced Traveler Information Systems, and operations and maintenance.
- SmartRoute Systems serves as the principal subcontractor to TRW for final design, construction and early operation of the Cincinnati Regional Traffic Management System. The company's special responsibilities are in system design, early deployment and interim operations, and operations and maintenance of the full RTMS. Pursuant to this contract, the Secretaries of Transportation for Kentucky and Ohio have agreed to launch the *SmartTraveler* traveler information system (identical to the previously described system in Boston) in Cincinnati in mid-1995.
- SmartRoute Systems has substantially designed and operates the Interim Operations Center for Boston's Central Artery/Third Harbor Tunnel project, the largest road construction project in the US. Project responsibilities include integrating data from various surveillance technologies and communicating that data to a variety of target audiences, including the general traveling public, the media and key project personnel.
- SmartRoute Systems was recently selected by the Connecticut Department of Transportation to operate its I-95 Freeway Traffic Management Center in Bridgeport, Connecticut. Project responsibilities for this project will include the staffing and operation of a state-of-the-art operations center covering 56 miles of Interstate 95. The primary focus of this operations center will be incident detection/management, and provision of motorist information to I-95 travelers.
- SmartRoute Systems is a principal subcontractor on the consultant team headed by Loral Aero System, selected by the I-95 Corridor Coalition to design traveler information systems for the I-95 Corridor.
- SmartRoute Systems is a member of the Virginia Tech and Urban Engineers teams selected by the I-95 Corridor Coalition to research user needs with respect to safe, economical, convenient travel along the corridor and the commercial market potential for addressing these needs.
- SmartRoute Systems serves as the principal traveler information systems subconsultant to National Engineering Technology (NET) for the design of the Yosemite Area Traveler Information System.