



The year ahead: New U.S. initiative for vehicle-roadway cooperation

The Vehicle-Infrastructure Integration (VII) initiative is poised to be the most significant development for the ITS industry in the New Year according to "Inside ITS" newsletter's annual "Year Ahead" report.

([PRWEB](#)) January 7, 2004 --The year ahead -- New U.S. initiative for vehicle-roadway cooperation shapes ITS agenda

(New York, NY, January 5, 2004) -- The Vehicle-Infrastructure Integration (VII) initiative is poised to be the most significant development for the ITS industry in the New Year according to "Inside ITS" newsletter's annual "Year Ahead" report.

The initiative presents an ambitious vision of collaboration between intelligent vehicles and intelligent highways that could dramatically increase safety and traffic management efficiency.

According to "Inside ITS," the plan involves outfitting all vehicles with a location-providing global positioning system receiver and dedicated short-range communications (DSRC) technology for communicating with other vehicles, access points along the roadway, and a central database. From the data center, some information could be shared with traffic management centers and some with the private sector for value added services.

The full text of the "Year Ahead" report including details on the initiative and the primary challenges to be met appear in the January 1, 2004 issue of "Inside ITS." The article is available online at <http://www.OutsideITS.com/ITS/itsreport2004.asp> or by phoning the publisher at +1 212 228 0246.

"Inside ITS" provides breaking news and informed analysis about the rapid developments in intelligent transportation systems and services across North America.

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