



Automation Alley has four lines of business that help nurture Southeast Michigan's technology cluster:

Automation Alley TECHNOLOGY CENTER

The Automation Alley Technology Center leverages businesses, educators and government to help entrepreneurs bring new technologies to market quicker and more efficiently.

Automation Alley INTERNATIONAL BUSINESS CENTER

The Automation Alley International Business Center provides businesses and educators an opportunity to learn about and secure global expansion opportunities.

Automation Alley GLIMANETWORK

The GLIMA Network provides significant life-long learning opportunities for individuals within Michigan's technology community.

Automation Alley MEMBER CONSORTIUM

The Automation Alley Member Consortium is a membership of technologically diverse, progressive business, governmental and educational visionaries working in concert to attract world-class talent and businesses to Southeast Michigan.

Industries include:

- Computer software/hardware and information systems
- Telecommunications
- Robotics
- Alternative energy
- Consumer product development
- Industrial processes
- Automotive suppliers
- Automotive R & D
- Design and Engineering
- Software development & more

Automation Alley competes head-to-head and brain-to-brain with other technology centers such as California's Silicon Valley and Boston's Route 128 for the world's best high-tech employment prospects.

Membership Benefits

Membership in the Automation Alley Member Consortium is an investment. Members benefit not only from increased advertising and marketing but also by helping shape the future of the organization. In the process, they help define Automation Alley's long-range plans for attracting high-tech talent and new business entities to the area. Members have the opportunity to say and do something about the Consortium, the region and ultimately their own prosperity.

Become a Member

To learn more about Automation Alley or to apply for membership, contact the Resource Center at 1-800-427-5100 or visit the Web site at www.automationalley.com. A calendar of upcoming Automation Alley events is also available on the site.

Automation Alley is Southeast Michigan's regional technology cluster, attracting the creators and consumers of diverse technologies from a variety of industries around the world.

AUTOMATIONALLEY

Automation Alley Member Consortium | www.automationalley.com | 1-800-427-5100

Automation Alley MEMBERPROFILE

ITS Michigan

VII technology to help make roads safer for everyone

Special to The Oakland Press

A local project is part of the VII (Vehicle Infrastructure Integration) Initiative. A cooperative effort between federal and state departments of transportation and vehicle manufacturers, the job of VII is to establish a means of communications between the infrastructure and the vehicle that will result in safer and more efficient travel.

Most people have gotten stuck in a traffic jam at one time or another. It's a frustrating experience, not knowing how far the problem stretches out ahead and if you should find an alternative route or wait it out.

That may soon change as the Road Commission for Oakland County (RCOC) moves ahead with a cutting-edge Intelligent Transportation Systems (ITS) initiative that seeks to immediately communicate with motorists when an unexpected traffic situation occurs.

The initiative concept involves combining two systems which are currently successful by themselves — the Michigan Department of Transportation's (MDOT) high-tech freeway incident management system and the RCOC's FAST-TRAC traffic management system.

FAST-TRAC uses detector devices in conjunction with traffic signals to monitor traffic flow. Based on the findings, the traffic signals adjust the timing of the lights to allow traffic to flow in the most effective manner. This system is used at more than 625 intersections in the county, said Craig Bryson, public information officer for Road Commission for Oakland County.

MDOT's high-tech freeway incident management system is designed to reduce the impact of one-time incidents on the highway. Monitored cameras on I-75 alert officials to highway incidents that affect traffic flow. Once that happens, appropriate personnel, like an emergency medical team or a tow truck, is dispatched so the matter is taken care of as quickly as possible.

With the I-75/Opdyke Road integration project, once a major incident is detected on I-75 in the Auburn Hills, Pontiac and Bloomfield Township

MDOT to announce latest VII projects

Special to The Oakland Press

Road infrastructure has always been separate from the vehicle.

That may soon change thanks to the VII (Vehicle Infrastructure Integration) Initiative, the next generation of automotive communications technology. The goal of the VII Initiative is to develop a national system that allows vehicles to warn drivers of potential road hazards and uses technology to manage traffic, said Greg Krueger, region traffic and safety engineer with the Michigan Department of Transportation (MDOT).

MDOT officials intend to lead the nation in VII activities



"Michigan intends to lead the U.S. in VII activities."

Gloria Jeff, Director Michigan Department of Transportation

and are actively pursuing cooperative projects to demonstrate a variety of VII projects in Michigan. At the May 24 ITS Michigan annual meeting, MDOT officials will announce its VII "testbed" projects with General Motors, Ford, DaimlerChrysler

and the Road Commission for Oakland County.

Industry leaders will discuss the common goals of VII that although now are just concepts, will eventually become reality and positively impact motorists in the future, said Krueger.

areas, motorists will be automatically directed onto Opdyke Road while the situation is being taken care of, said Bryson.

Once on Opdyke Road, the FAST-TRAC system will kick into gear. Instead of exiting I-75 only to get stuck in more congestion on Opdyke, traffic signals and electronic signs will be activated to accommodate the additional traffic on the county road until motorists can safely get back on the highway beyond the incident. The project includes northbound I-75 and northbound Opdyke from Square Lake Road to M-24, said Bryson.

The goal is to reduce traffic congestion and waiting in traffic to make the roads safer for everyone, said Bryson.

The Opdyke/ I-75 area was chosen for the test project, said Bryson, because both systems are already in place separately in the area ready to be linked and detour on Opdyke runs relatively parallel to the freeway, creating optimal conditions.

Currently the project is in the design phase, said Bryson. RCOC has selected a team led by Iteris Corporation, based in Madison Heights, to design the project. In addition to Iteris, the team includes the firms Hubbell, Roth & Clark of Bloomfield Hills; Transcore of Okemos; Dunn Engineering of New York; and Michigan State University.

The system is expected to be functional by the end of 2007, said Bryson.

ITS Michigan turns concepts into reality

Special to The Oakland Press

Technology is rapidly changing many aspects of people's lives, including transportation.

The Intelligent Transportation Society of Michigan, or ITS Michigan, is an integral part of enhancing and promoting the application of the latest technologies to transportation systems in order to make the roadways safer, smoother and more efficient for everyone.

ITS Michigan accomplishes this by bringing together industry leaders in fields like transportation, technology, government and educational research from around the state.

A sampling of ITS Michigan members includes auto manufacturers, auto suppliers, communications companies, engineering firms, state and local transportation agencies, educational institutions and others. Members bring their own unique perspectives and knowledge to the table, resulting in a partnership destined to advance the development of transportation technology.

So, why is all this so important?

Intelligent transportation systems (ITS), encompass a broad range of wireless and wireline communications-based information, control and electronics



"Join Us! ... The Intelligent Transportation Society of Michigan is a force to proactively unite Michigan resources for the planning, development and deployment of Intelligent Transportation Systems. Contact us at (248) 334-4971."

Tom Borton, President ITS Michigan

technologies. When integrated into the transportation system infrastructure, and in vehicles themselves, these technologies help monitor and manage traffic flow, reduce congestion, provide alternate routes to travelers, enhance productivity, and save lives, time and money.

An example of an intelligent transportation system is Advanced Traffic Management Systems, which relies on detectors, cameras, and communication systems to monitor traffic, optimize signal timings on major arterials and control the flow of traffic.

Other examples of ITS technologies include on-board navigation systems, crash notification systems, traffic video/control technologies and variable message signs.

As a chapter of the Intelligent Transportation Society of America, ITS Michigan supports the national effort to promote the effective use of advanced technology to improve mobility and encourage the development of safer transportation systems through research, development and implementation of advanced technology.

ITS annual meeting brings VII transportation leaders together

Special to The Oakland Press

State, local and national leaders in transportation technology will gather together on May 24 for the Intelligent Transportation Society's (ITS of Michigan) 10th annual meeting at Ford World Headquarters in Dearborn.

This year's meeting will focus on VII — **Statewide Strategies for Michigan**.

Speakers from the public

You're Invited!

What: ITS Michigan's 10th Annual Meeting
Where: Ford Headquarters in Dearborn
When: 8 a.m.-5 p.m. Tuesday, May 24
Contact: Amy Beaupre, (248) 334-4971

and private sectors will provide input to help Michigan develop short and long-term VII strategies through test bed projects over the next few years. The following three major VII

focus areas will be discussed and evaluated:

- Vision for Infrastructure Needs
- Vision for Vehicle Technology/Integration



On May 24, the ITS MI annual meeting will be held Ford World Headquarters in Dearborn. Photo courtesy of Ford.

MDOT will also announce its initial VII test bed projects working closely with automotive manufacturers, suppliers and communication industry leaders.