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**INTELLIGENT TRANSPORTATION DEVELOPERS AND MANAGERS TO GATHER NEAR  
JACKSONVILLE TO SHARE INNOVATIVE IDEAS**

JACKSONVILLE, Fla., July 21, 2010 – The best and the brightest in Intelligent Transportation Systems (ITS), traffic engineering and operations, and transportation planning are gathering in the Jacksonville area December 12 to 15, 2010. Informative technical presentations, lively discussion, training, on-site tours of Jacksonville area ITS facilities and a state-of-the-art technology exhibition will be featured during Transpo2010 at the Sawgrass Marriott.

Transpo2010 is the premier transportation gathering in the southeast. The conference features a technology exhibition that will preview IntelliDrive and other technologies that will be showcased in October 2011 at the ITS World Congress in Orlando, the world's largest gathering of ITS experts. Transpo2010 attendees will also be able to earn Professional Development Hours by taking part in Capacity Building Training sessions that allow participants to remain at the forefront of the ITS industry.

The theme of Transpo2010 is "ITS—Now More than Ever." The technical program presentations begin Monday morning and run through Wednesday afternoon. Sessions will focus on the "now" of intelligent transportation, showcasing current projects, and demonstrating how to do more with cost-efficient ITS solutions which maximize roadway and transit capacity. Technical sessions will also explore the "more" of ITS, focusing on solutions that reach far beyond standard deployments. Planning the "ever" of ITS will examine long range planning solutions for transportation, societal and industry trends.

Sponsors of the conference are the Intelligent Transportation Society of Florida (ITS Florida), the Florida Section of the Institute of Transportation Engineers (FSITE), the Florida Department of Transportation (FDOT), the Federal Highway Administration (FHWA), the Intelligent Transportation Society of Georgia (ITS Georgia), the Georgia Department of Transportation (GDOT), and the Georgia Section of the Institute of Transportation Engineers (GAITE).

President and CEO of the Intelligent Transportation Society of America Scott F. Belcher, has been invited to address the gathering. Belcher speaks nationwide to raise awareness of the value of ITS among consumers, legislators, and the media, and to seek increased federal funding of ITS initiatives. Belcher will showcase ITS initiatives that are moving our nation's transportation network to a new level of enhanced safety, reduced traffic congestion and improved sustainability. For more information on Transpo2010, visit [www.itstranspo.org](http://www.itstranspo.org).

#### About ITS Florida

ITS Florida is a state chapter of ITS America, an organization that provides technical advice and assistance to the U.S. Department of Transportation (DOT). ITS America and its state chapters use technology to significantly improve the performance of our transportation system. ITS Florida members include transportation agencies, private and commercial transportation system users, ITS technology and service providers, and other agencies supporting the transportation system in Florida. ITS Florida is an official advisor to the Florida DOT's ITS Program. To learn more about ITS Florida, visit [www.itsflorida.org](http://www.itsflorida.org).

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