

Arada Systems, eTrans Systems and Valley Transportation Authority Collaborate to Develop Connected Bus Technology for an improved rider experience.

Los Angeles, Calif., September 21, 2015. Arada Systems Inc today announced their collaboration with the Valley Transportation Agency, a premier provider transportation in Santa Clara County and eTrans Systems, to develop a new computer enabled bus stop (Smart-Stop) solution with a hardened mobile computer and a 10 inch touch screen using the new cutting edge US Department of Transportation Vehicle to Infrastructure (V2I) called using Dedicated Short Range Communications (DSRC) to help enable improvement of ridership and support transit initiatives in Silicon Valley. This collaboration brings together the expertise of the world's leading transit agency and reliable [Connected Vehicle Technology](#) solution providers to create an "out of the box" solution using new technology and initiatives.

"Connected vehicle technologies can contribute significantly to creating a simplified ridership experience, allowing buses to communicate with passengers at bus stops to ensure no passenger is missed yet only stopping when there is a passenger for the specific route to save fuel" said Gary Miskell, Chief Information Officer for, Valley Transportation Agency. "We are excited about the new technology that this collaboration will bring to the next-generation of ridership and efficiency."

"Arada Systems is pleased to partner with VTA to promote smart ridership", said Praveen Singh, CEO of Arada Systems, Inc., "Our goal is to show the while DSRC is imperative for vehicle safety, it can also be used for other smart applications like Smart-Stop."

"eTrans Systems is pleased to lead the smart-stop project with the VTA and Arada Systems, said John Estrada, CEO of eTrans Systems, "Smart-Stop will both improve and increase ridership in Silicon Valley."

According to the National Highway Traffic Safety Administration ([NHTSA](#)), there are over 33,000 fatalities and five million vehicle crashes that have occurred annually that could potentially be avoided using Connected Vehicle Technology. Traditional uses of V2X technology allows vehicles to reliably interact with each other when travelling at high-speeds, providing drivers warnings about potential hazards, enabling collision avoidance, or even automatically respond to changing driving conditions faster than typical human reaction times. NHTSA has stated that V2X technology can reduce up to 80% of the crashes in the U.S. The [new legislation](#) submitted to the U.S. Congress will eventually mandate V2X technology to be integrated with existing vehicle safety features to optimize driver safety and fuel efficiency.

Arada, eTrans and VTA are working closely to develop a V2X solution called Smart Stop, which with the end goal to make transit efficient, by only stopping when a passenger requests. This leads to route efficiency with the secondary benefit of increasing fuel efficiency.

About VTA

Santa Clara Valley Transportation Authority (VTA) is an independent special district that provides sustainable, accessible, community-focused transportation options that are innovative, environmentally responsible, and promote the vitality of our region. VTA provides bus, light rail, and paratransit services, as well as participates as a funding partner in regional rail service including Caltrain, Capital Corridor, and the Altamont Corridor Express. As the county's congestion management agency, VTA is responsible for countywide transportation planning, including congestion management, design and construction of specific highway, pedestrian, and bicycle improvement projects, as well as promotion of transit oriented development. VTA provides these services throughout the county, including the municipalities of Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga and Sunnyvale. VTA continually builds partnerships to deliver transportation solutions that meet the evolving mobility needs of Santa Clara County.

About eTrans Systems

eTrans Systems specializes in the development and security of connected vehicle systems. eTrans develops custom applications using and supporting Connected Vehicle Software solutions. eTrans is able to deliver an end to end software application to promote safety and other Connected Vehicle initiatives. eTrans clients include automotive, transit, insurance and academic institutions.

About Arada Systems

Arada Systems develops, licenses and provides end to end solutions for the next generation Connected and Semi-Autonomous Vehicle Technologies. The team comprises of ex-Qualcomm-Atheros engineers who invest heavily in promoting safety, leveraging 5.9 GHz DSRC, (Dedicated Short Range Communications) Bluetooth, and GPS in vehicular and non-vehicular safety for automotive, freight, rail, pedestrian and bicyclists. Arada's V2X products include its very well recognized LocoMate series of V2X Roadside for infrastructure and On-Board units (V2X). It is the first company to create a mobile DSRC V2X device for pedestrian safety. Arada's V2X On-Board units are currently being used in test autonomous vehicles.

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