



Arada Systems Selected as Key Supplier in the US DoT's Safety Pilot Deployment in Ann Arbor, Michigan

Santa Clara, California. October 23, 2012 – Arada Systems, developers of specialized Wi-Fi Technology for Automotive markets is pleased to announce that it has been selected from a global list of key vendors to participate in the United States Department of Transportation's Safety Pilot Deployment to be held in Ann Arbor, Michigan.

The Safety Pilot Model Deployment study is a 30 month program, equipped with more than 2800 cars, commercial trucks, and buses in Ann Arbor, Michigan USA, to establish a real world environment to better understand usage models for Vehicle 2 Vehicle (V2V) and Vehicle to Infrastructure (V2I).

The study, the first of its kind, will test performance, usability and collect data to better help enable wireless communications (DSRC) among vehicles and roadside equipment for enabling safety and commercial applications to improve traffic flow and avoid collisions. According to the Department of Transportation, "The model deployment vehicles will send electronic data messages, receive messages from other equipped vehicles, and translate the data into a warning to the driver during specific hazardous traffic scenarios. Such hazards include an impending collision at a blind intersection, a vehicle changing lanes in another vehicle's blind spot, or a rear collision with a vehicle stopped ahead, among others."

"Arada's Locomate devices and wireless cards embedded in vehicles for the Safety Pilot program is designed to communicate with other vehicles seamlessly to help prevent automotive collisions." said Praveen Singh, President & CEO of Arada Systems, Inc. Notification to drivers will allow them to proactively act on warnings received from other vehicles, hence reducing the likelihood of motor collisions, traffic delays, and other hazards. Beyond devices in vehicles, Arada Systems is developing other devices to be embedded on pedestrians and emergency vehicles.

For more information, please visit: <http://www.aradasystems.com>.

About Arada Systems

Founded in 2005, Arada Systems, a spinoff from Qualcomm-Atheros, has been involved in DSRC from its inception and is focused on creating advanced wireless products to address this emerging market.