



Arada Systems selected to supply Roadside Units for the Traffic-21 Initiative by Carnegie Mellon University

Sunnyvale, CA (May 7th, 2014) **Traffic21** is a multi-disciplinary research initiative of Carnegie Mellon University. Its goal is to design, test, deploy and evaluate information and communications technology based solutions to address the problems facing the transportation system of the Pittsburgh region. The Pittsburgh region will serve as a "learning lab," deploying solutions that can be applied around the nation and the globe.

Arada Systems was awarded the contract to supply its DSRC (dedicated short-range communications, a Wi-Fi protocol on the 5.9 GHz frequency) Roadside Equipment and software for the Traffic-21 initiative, leveraging connected vehicle technology (V2V), which in turn enhances both vehicle and pedestrian safety.

"Arada Systems is elated to partner with CMU on the Traffic 21 Initiative", said Praveen Singh, CEO of Arada Systems, "Carnegie Mellon University will promote driver and pedestrian safety by using applications such as smart vehicle pedestrian detection and avoidance, using our DSRC Roadside and On-Board units."

Arada Systems is seeing its DSRC devices used from infrastructure deployments to several after-market deployments. With the recent decision by the US DOT's National Highway Traffic Safety Administration (NHTSA) to begin taking next steps towards the enablement of Vehicle-to-Vehicle (V2V) communication technology,

Arada Systems, originally founded in Silicon Valley as a Qualcomm-Atheros spinoff, now operates worldwide and develops DSRC devices along with Wi-Fi devices for Intelligent Transportation Systems (ITS). Arada Systems provides products for Road Side Equipment, On Board Equipment (including the world's first mobile-phone based DSRC device). Arada Systems is qualified by the US DOT and is on its Federal Qualified Purchase List. Arada Systems has deployed its units worldwide, including the US DOT's Safety Pilot in Ann Arbor, Michigan. Further deployments include downtown-Detroit, South-East Michigan, Canada, Korea, China, India and Europe.

For more information, please see www.aradasystems.com and contact us at sales@aradasystems.com