



## **Arada Systems joins Prospect Silicon Valley to promote V2X Interoperability**

**SAN JOSE, CA. April 2, 2015** – Arada Systems and Prospect Silicon Valley (ProspectSV) announced the joint partnership to enhance the launch of vehicle to pedestrian safety. Arada Systems will provide its LocoMate ME, a DSRC (Dedicated Short Range Communications) Mobile Device to interface with ProspectSV’s Intelligent Transportation Lab in its TIZ (Technology Innovation Zone).

“Prospect Silicon Valley is proud to announce Arada Systems as a technology partner for its technology innovation zone” said, Doug Davenport, Executive Director of Prospect Silicon Valley. “Interoperability of Connected Vehicle Technology product and systems is key to the success of small businesses who use Prospect SV as a launching pad to test their applications.”

“Arada Systems is pleased to help integrate its LocoMate ME mobile DSRC devices with the existing ITS infrastructure at Prospect SV”, said Praveen Singh, CEO of Arada Systems. “Our goal is to provide developers and Silicon Valley start-ups a seamless platform to build V2X Applications that benefit the City of San Jose and the transportation industry.”

Arada Systems will provide Prospect Silicon Valley with the mobile devices which will connect into their existing V2X ITS environment.

### **About Prospect Silicon Valley**

Prospect Silicon Valley (ProspectSV) is the first nonprofit, Silicon Valley-based effort to catalyze the commercialization and growth of next generation energy and science technologies for emerging and established companies. ProspectSV provides technology commercialization programs and a technology demonstration, testing facilities and other critical resources. Client companies are developing technologies to reduce energy consumption and cost, reduce carbon emissions, and improve quality of life in cities. ProspectSV strives to make cities smarter, cleaner and more connected through technology. ProspectSV provides a full spectrum of support to emerging technology companies, including access to a \$12 million, 23,000 sq. Technology Demonstration Center with working space and resources, lab facilities, specialized equipment, meeting rooms, industrial and prototype manufacturing space, and a suite of commercialization support services. ProspectSV is actively assisting entrepreneurs with innovations in vehicle technology, traffic systems, energy efficient buildings, renewable energy, and energy storage. Sponsors and partners include Wells Fargo, Hyundai Ventures, Cisco, Continental, Denso, Toyota, Siemens, Ericsson, Applied Materials, and Toshiba. See [www.prospectsv.org](http://www.prospectsv.org) for more information.

## About Arada Systems

Arada Systems, a pioneer in Connected Vehicle Technology manufacturers V2X Road-Side Equipment and On-Board Units. It has developed the first Mobile V2X Mobile Device to promote pedestrian safety as well as the first V2X Rear-view Mirror running Android Having been involved in the DSRC space for over 10 years, it has deployments worldwide including Ann Arbor, Michigan, Downtown Detroit, South-East Michigan, Pittsburgh, Pennsylvania, Washington DC, Palo Alto, CA,. Our customers include OEM Automobile Manufacturer's, City, State and Federal Governments, Traffic Consultants, Transit Authorities and V2X Application Developers. Contact Arada Systems at [sales@aradasystems.com](mailto:sales@aradasystems.com)