



ITS Pulse

March 2011

Special Vendor Edition

President's Message

Your commitment to ITS and the Heartland region is understood and appreciated if you are reading this letter. As president of ITS Heartland, on behalf of the Board of Directors, I thank you for your attendance at the 12th Annual ITS Heartland Conference.

As the tough economic times continue to bear down on many aspects of our lives, including infrastructure funding, we as an industry continue to get smarter and stronger. Last year we had the theme of "doing more with less" in which we envisioned the beginning of a slow turn around in the economy. As the year has passed it became more obvious that the slow recovery is really slow. Technology is more critical than ever in bridging the gap in transportation funding shortfalls and keeping our infrastructure viable.

Each of you should feel proud to be a part of the growing ITS world. Whether your background includes Traffic Engineering, Computer Programming, Security Monitoring, Communication Networking or a myriad of other career paths, each of us had the passion and interest to change our path to include working on ITS projects. The good news is that ITS is not going anywhere anytime soon! Every day we see more and more applications of ITS on our roadways and in our operations. More and more you see boundaries crossed with ITS and other industries sharing both technological advances and applications for the greater good.

The support of \$3,000 annually from each member state DOT as well as the support from the vendors and sponsors for each of our meetings is how ITS Heartland can provide a great time for a reasonable price. During these tough economic times, these financial commitments were not a given and we truly appreciate everyone who supports ITS Heartland.

If you are new to the organization or have been a long time member, but not involved with being on the board or participating in planning for the meeting, please consider this your invitation to get involved. The board is always looking for new blood to help us continually refresh our approaches and make each meeting and the organization as beneficial to the membership as possible. If you want to know more about being on the board ask me or another board member and we will share the good, the bad and the ugly.

Enjoy your organization and may you find the great friendships I have found being a part of this amazing organization.

God Bless,

Michael P. McKenna
2010-11 ITS Heartland President



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OUR MISSION

To improve the quality of life for those transportation users who live and invest in America's Heartland Region through advanced transportation technologies and communications.

www.itsheartland.org

ITS Pulse Contributors

Thank you to everyone who supplied articles and photos for this edition.

Coordination:

Charise Alexander, Nebraska Transportation Center
Valerie Lefler, Mid-America Transportation Center

Layout and Design:

Lisa Sedivy and Ben Boomer, Olsson Associates



Telvent SmartMobility™ Interactive Voice Response for 511 in Tennessee



The challenge

The Tennessee Department of Transportation (TDOT) provides



citizens of Tennessee and travelers with one of the best transportation systems in the

country. For many years, TDOT relied heavily on the 511 system to provide Tennessee travelers and commuters with information about travel times and conditions. Travelers have the option of accessing road and travel conditions using the Web at www.TN511.com or their phones by dialing 511.

The solution

In August 2009, Tennessee DOT chose to implement Telvent's 511

Interactive Voice Response (IVR) technology to increase efficiency and allow travelers to access accurate information at a faster pace. In March 2010, the Tennessee 511 system provided by Telvent was operable, implementing an automated voice response system that guides travelers through the menu with a few simple commands.

"Not only did Telvent implement many new technologies to improve our efficiencies, but our experience working with Telvent was extremely positive. We were working on a tight schedule, and they made it work."

—John Hall, Motorist Information Coordinator, TDOT

The results

Compared to the old system, the new IVR system can handle a significantly higher amount of calls at one time

— designed with a base capacity of 60 simultaneous calls and bursting capability far beyond that and minimum capacity for 65,000 calls per month with bursting to at least 85,000. In practice, the system has performed beyond that level. During the intense storms and flooding that occurred in early May the system processed a peak of over 45,000 calls in one day and 180,000 calls for the month.

About Telvent

Telvent (NASDAQ: TLVT) is a global IT solutions and business information services provider serving markets that are critical to the sustainability of the planet, including the energy, transportation, agricultural and environmental sectors.

www.telvent.com/transportation

SRF Celebrates 50th Anniversary

During the past 50 years, SRF Consulting Group, Inc.

has never lost sight of our cornerstone principles: quality, innovation, service and collaboration. These principles are integral to SRF's corporate culture – they inspire us to deliver quality that stands the test of time, strive for innovation, provide the best service to our clients, and be true to the spirit of collaboration. In 2011, we are proud to celebrate this achievement with our clients, project partners, and staff.



Quality · Innovation · Service · Collaboration

visionary solutions



image sensing systems
i n c o r p o r a t e d

Image Sensing Systems, Inc. is a provider of software-based detection solutions for the

Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 120,000 units of our industry leading Autoscope® machine-vision, RTMS® radar and CitySync automatic number plate recognition (ANPR) products in over 60 countries worldwide.

The depth of our experience coupled with the breadth of our product portfolio uniquely positions us to provide powerful hybrid technology solutions and to exploit the convergence of the traffic, security and environmental management markets. We are headquartered in St. Paul, Minnesota. imagesensing.com



CJW offers a complete range of transportation and civil engineering capabilities. CJW brings a unique perspective and knowledge to project management based upon work experience, a commitment to client service, and to quality in the finished project. CJW continually strives to provide the most innovative and relevant solutions to your needs. Our unparalleled technical expertise, assurance of fiscal responsibility, and thorough understanding of client, stakeholder, and community needs makes CJW a perfect choice.

No matter what scale your transportation engineering project, CJW helps you develop practical solutions to transportation planning that have a high probability of being successfully built in your community. Whether city, county, or state, CJW's Transportation Engineering process identifies the social, technical, and environmental issues that will determine your best

options for success. We use current modelling techniques to provide dependable project evaluation for effective decision-making. We strive for Transportation Engineering products that are technically sound and account for public concerns, government mandates, and your community's planning process. CJW Transportation Consultants provides a variety of Transportation Engineering services to Public Agencies and Private Partnerships.

CJW has been recognized as an industry leader receiving the 2008 Transportation Achievement Award for a Private Company from the Ozarks Chapter of the Institute of Transportation Engineers. CJW was also honored as a 2010 Dynamic Dozen Company and 2006 best places to work company by the Springfield Business Journal. We would love to share our knowledge, passion, and expertise with you on your next transportation endeavor.

Credible DMS Messages – Skyline Products, Inc

It is important that motorists gain confidence—and continue to hold confidence—in your DMS system. If motorists perceive messages as reliable and credible, they will act upon them accordingly. However, if a

DMS advisory is misleading, poorly worded, illegible, inappropriate, or completely inaccurate, motorists will disregard that message. Plus, they may disregard all future DMS messages as well. As the Nebraska Department of



Roads Incident Management: Changeable Message Sign Deployment Guidelines states: "CMS messages will not be able to elicit proper response from drivers if they provide information that is contrary to existing conditions or recommend a course of action that is viewed as unnecessary by drivers. It would be better for CMSs to display minimal or no information if conditions cannot be monitored to ensure that the proper message is being displayed at the proper time."

ITS Field Enclosures

The widespread acceptance of fiber optics and wireless communication in ITS equipment together with advances that allow electron equipment to be smaller opens new possibilities for ITS field enclosures. Many states and agencies have changed from the traditional CALTRAN designs to smaller less expensive NEMA style enclosures for CCTV, HAR, and other ATMS applications. Southern Manufacturing makes both types of enclosures as well as offering custom solutions.



Southern Manufacturing produces a wide array of enclosures for traffic, ITS, lighting, hubs, and other applications. We have supplied enclosures to several projects in the states that make up ITS Heartland and are proud to support the organization.

Managing Travel Demand Through Technology, Not Roadwork

Traffic congestion in the U.S. negatively impacts the quality of life for more than 61 million Americans. This problem contributes to thousands of deaths and the loss of billions of dollars every year. Although there is no single answer to



traffic congestion, ITS is certainly part of the solution, optimizing the use of existing capacity and managing travel demand through technology.

OpenTMS™ Enterprise Suite, an industry leading advanced transportation management system, is deployed at urban and rural TOCs throughout the country. This state-of-the-art ATMS features modules that include Incident Management, Video Display Control, Dynamic Message Sign Control, Travel Time and Active Transportation Management modules: Shoulder Lane Control, Gate Control, Variable Speed Control and Ramp Metering.

Integrating a broad spectrum of state-wide transportation operations and enabling the operator to disseminate relevant information to other TOCs, neighboring states,

stakeholders, and the traveling public, while still keeping flexible enough to grow, is one of OpenTMS's

strongest advantages over other ATMS systems. Barbara Skiffington, President of Open Roads Consulting, observes that "facilitating

cooperation and coordination of partner agencies is essential for effectively managing incidents and reducing adverse impacts on the traveling public."

Its open extensible architecture makes OpenTMS Enterprise a proven off-the-shelf solution that improves safety, mobility, and sustainability of the transportation network in the smallest rural area to the largest metropolitan region. Instead of every state trying to "build" their way out of their congestion problems, they can use OpenTMS's state-of-the-art transportation technology to optimize roadway capacity in a smart way, increasing safety and mobility to travelers.

Open Roads Consulting is a leader in Intelligent Transportation Systems technology solutions for



Illinois Department of Transportation District 4 Traffic Operations featuring OpenTMS™ Enterprise Suite

real-time transportation operations and management. Our Traveler Information, ATMS, and 911/CAD integration solutions support 24/7 real-time operations and incident response, and improve safety and mobility for the traveling public. Open Roads works hard every day to provide our clients with 21st century technology that improves safety and mobility.

For more information about Open Roads Consulting or ITS technology solutions, call us at (757) 546-2401.

www.openroadsconsulting.com

WSDOT - Active Traffic Management (ATM) Corridors

I-5, SR 520, and I-90 (Seattle/Puget Sound, Washington)

The Washington State Department of Transportation (WSDOT) hired Parsons Brinckerhoff (PB) to complete several feasibility studies along highways in the Seattle/Puget Sound, Washington region. These studies assessed innovative traffic management concepts from European cities for possible deployment along portions of I-5, SR 520 and I-90.

Active Traffic Management (ATM) technologies can automatically reduce posted speed limits to prepare drivers for congestion occurring ahead. Electronic signs are installed over the roadway that displays variable speed limits, lane status and real-time traffic information. Message signs offer specific traffic information, such as the cause of the congestion or other traffic related messages. When traffic is flowing normally, the overhead signs are blank and the normal speed limit is displayed on either side of the sign structure. When congestion occurs, the speed limit automatically drops as drivers approach the congested area.

SR 520 will include 14 new sign structures, while other new signs will be installed on existing overhead structures. I-90 will include new ATM signs at 25 locations, both eastbound and westbound. I-5 will include new ATM signs at 15 locations, both northbound and southbound. All systems are expected to be operational by mid-2011. Construction costs are \$42 million along SR 520/I-90 and \$21.8 million along I-5.

Potential benefits of an ATM system include:

- *Improved Safety* – ATM technology can improve safety along busy roadways by reducing the number of congestion-related crashes such as side-swipe or rear-end collisions. Studies in Europe have shown a 30 percent reduction in injury crashes using ATM technology.
- *Relieves Congestion* – ATM tools have proven effective at improving traffic flow in Europe. This technology has shown a 22 percent increase in roadway capacity along studied corridors.

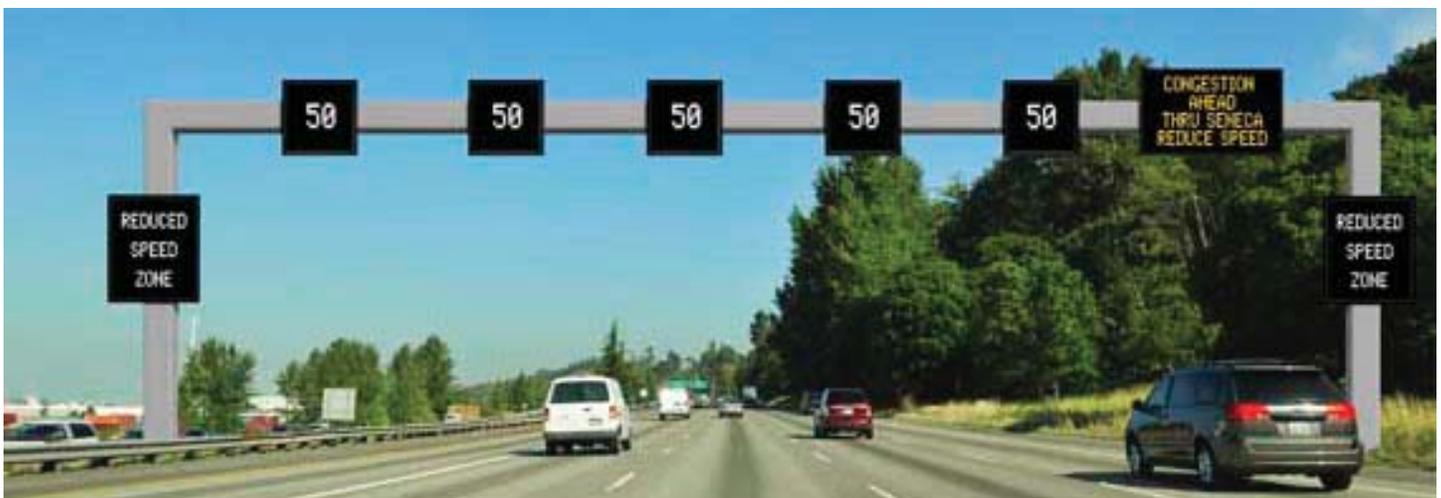


These web-links provide additional information regarding the deployment of ATM technologies along these specific corridors in the state of Washington:

www.wsdot.wa.gov/smarterhighways

www.wsdot.wa.gov/smarterhighways/video.htm

ITS Heartland members should consider performing feasibility studies along heavily traveled freeway corridors that experience daily congestion as a result of traffic incidents. ATM technologies may be able to improve both safety and traffic operations along those corridors.



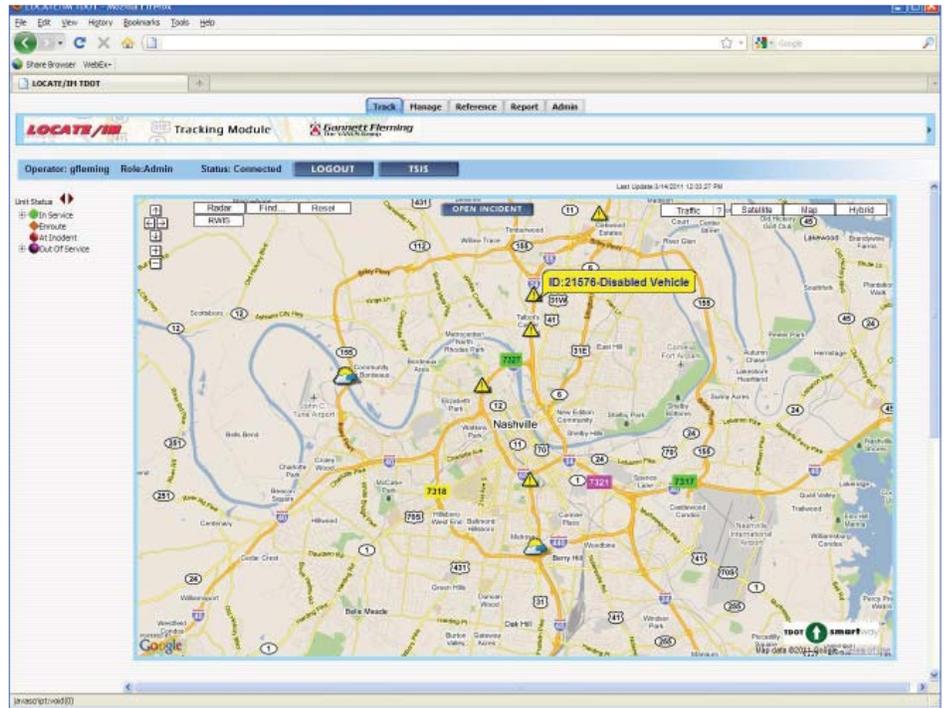
The Big Picture: DOTs and First Response



While many transportation agencies are not first responders, they desire to meet their mobility goals and prepare first response partners for dealing with planned and unplanned events that affect the capacity of the roadways within their jurisdictions. Today, transportation agencies are more keenly focused on not just building and maintaining transportation networks, but also improving the efficiency, effectiveness, and safety of their existing operations. Responder safety, quick clearance of incidents, and all facets of incident communications are critical to transportation agencies' core operations. Many agencies have deployed incident management vehicles to help in these areas.

To help track these vehicles and more efficiently manage the incidents they are assigned to, several states have deployed a software package provided by Gannett Fleming called LOCATE/IM. This software provides Automatic Vehicle Location (AVL), incident tracking and event management, and most importantly, performance measure reporting.

Because LOCATE/IM is accessible directly from a web browser, operation staff do not need to install additional servers or software, and there is



nothing to maintain. Information is stored safely and securely and backed up in a state-of-the-art data center.

The states where LOCATE/IM is used report that it has increased efficiency, reduced response time for DOT first responders, and overall has improved safety and mobility on their roadways by helping to allow for faster incident clearance times.



Thank you!

Thanks for supporting our annual Special Vendor Edition of the ITS Pulse.

You can see past issues at www.itsheartland.org



TRAFFIC CONTROL CORPORATION

Traffic Control Corporation (TCC) was founded in 1946 as a distributor of traffic signal equipment and is firmly established as the local expert on traffic control matters in the Midwest. Today,

Traffic Control Corporation has a territory that includes ten states throughout the Midwest. We are one of the largest distributors in the United States offering product from 40 different manufacturers.

Always staying ahead of the curve on advancing technology and changing traffic management needs has allowed Traffic Control Corporation to serve the region over the last 65 years. The success of Traffic Control Corporation is predicated on our knowledge, experience and, most of all, attentiveness to the market and our clients. www.trafficcontrolcorp.com



Your single source for transmission solutions

Robust performance and complete flexibility to meet all your current and future transmission needs.



Efficient, effective media transmission

With IFS you have access to the full gamut of solutions from analog to digital – a hybrid offering with a seamless migration path to leading technology. The introduction of four new product categories (Fiber, Media Converters, Network Products, and UTP) means new and existing installations will benefit from IFS as your one-source transmission solutions provider.

Networking: The new line of IFS network switches provides enterprise-class features and is engineered with high bandwidth, isolated PoE ports, integrated SFP fiber ports and browser-based Web Services that deliver powerful performance that's easy to use.

Fiber: Our fiber products represent the latest advancements in fiber optic technology. Offering an extensive selection of analog and digital fiber optic transmission

options, we provide some of the industry's most innovative solutions for fiber transmission.

Contact: Barry Wilson, ITS Market Manager barry.wilson@interlogix.com (770)904-6470.



Iteris serves the Heartland Region from offices in Lincoln, Kansas City, Minneapolis, Detroit, Denver, Austin and Dallas. A brief snapshot of the innovative projects and disciplines our staff has provided expertise on throughout the Heartland is included below.

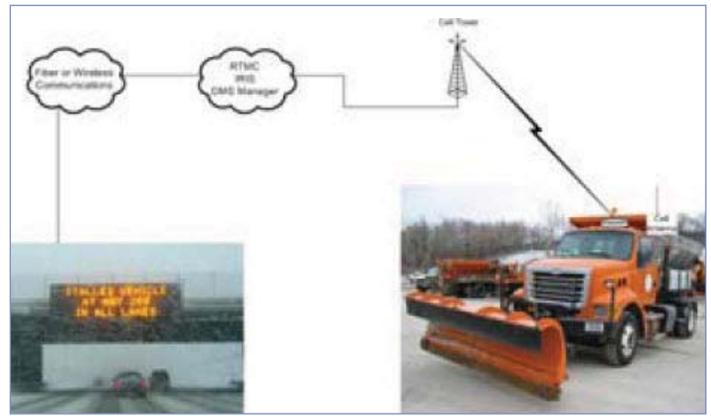
Systems Engineering – Systems Engineering is a vital element of ITS planning and design projects and requirements will continue to emphasize sound system engineering documentation. This is an area in which Iteris excels, and has conducted several, recent efforts for our clients. Realizing the complexity of ITS projects, and differing needs for each client, we provide the “right-sized” systems engineering effort for your project.

Bluetooth System Design – Arterial travel time has been a major focus of Iteris projects for agencies over the past year. The use of Bluetooth technology, using time-stamped, media access control (MAC) addresses, is one strategy for providing accurate, real-time arterial travel time data.



TMC Design and Traveler Information – Traffic management centers (TMCs) are the nerve centers of ITS deployments, ensuring reliable operations and management of field devices and dissemination of real-time traveler information. Iteris is currently designing TMC upgrades for Grand Rapids, MI including development of a Regional Transportation Management web portal, which will provide integrated construction and traveler information to Grand Rapids motorists. Iteris is also providing design services for the City of Lincoln/Lancaster County 911 Center/ Emergency Operations Center (EOC), and the City’s TMC and Snow Center, which are all being relocated to Engineering Services’ new Municipal Services Center.

Practical CMS/DMS Guidelines – Iteris is working for the Nebraska Department of Roads (NDOR) and the Minnesota Department of Transportation (Mn/DOT) to review and update agency guidelines on the use of Changeable/Dynamic Message Signs (CMS/DMS). The purpose



of these projects is to provide practical, and consistent guidelines, including training of staff, on the use of CMS/DMS message sets and content for agency personnel in both metropolitan and rural districts.

AVL/GPS Technology – The Iteris Team recently developed an AVL/GPS Master Plan for the Iowa Department of Transportation. A pilot AVL/GPS deployment is currently underway with DOT maintenance vehicles statewide. We have also recently initiated work on the I-94 Destination Innovation project for Mn/DOT, which will design a system utilizing AVL/GPS to facilitate real-time traveler information to motorists related to winter snow plow operations and other work zone applications.



Fiber Connections is a specialty fiber optics connectivity technology company with both passive and active products, and a business unit dedicated to the ITS market. The key ITS product is the Gator Patch™ ITS Drop Cable, used for connectivity between a primary fiber trunk, or feeder cable, and various field devices such as signal controllers, closed circuit television cameras, video

detection system cameras, changeable message signs, etc. The rugged and compact construction of the RoHS compliant Gator Patch™ makes it suitable for applications that do not have sufficient space for standard patch panels and splice enclosures.

Gator Patch™ is installed in over 30 states, so please visit us at the show! <http://bit.ly/fKumnl>



IMAGO BRICK DMS proves to be the right product for the City of Lincoln, Nebraska's high

water warning project. The city of Lincoln required a lightweight Dynamic Message Sign (DMS) to warn drivers of occasional flooding conditions on several roadways around the city. The city choose the IMAGO BRICK LED DMS for the application because of several unique product features. One standout feature of the BRICK DMS is that the modularity of the product produces a very lightweight, easy to maintain system. This allowed the city engineers to use very unobtrusive DMS mounting structures... light poles!



Project contacts:

City of Lincoln, NE
Mr. Dave Bernt, Senior Engineering Specialist
dbernt@ci.lincoln.ne.us

MAGO
John Mueller, Region Manager
John.mueller@imagoscreens.com

VAISALA

Solve Road Weather Problems with Laser Technology

The latest advancements in road weather technology are the advent of non-intrusive pavement sensors. These sensors measure pavement temperature and pavement condition safely from the side of the road. The solution lowers the cost of installation and maintenance because there is no longer a need for traffic control in the lane. Sensors can measure friction for monitoring slippery surfaces, and water depth for detecting hydroplaning. The solution can alert the decision makers or drivers via ITS messaging.



Road Weather Solution at Harris Overpass, City of Lincoln Nebraska



AXIS Q6034-E PTZ Dome Network Camera

AXIS Q6034-E is an outdoor-ready, high-speed pan/tilt/zoom dome network camera with HDTV 720p video resolution – the same standard as found on flatscreen TVs around the country – and 18x optical zoom for exceptional coverage of large areas. Designed for easy and reliable installation, AXIS Q6034-E has an IP66- and NEMA 4X-rated enclosure and is powered by High Power over Ethernet, which simplifies installation by sending power, video and PTZ control all over one cable. It can operate in temperatures ranging from



-40 °F to 122 °F with Arctic Temperature Control for safe restart after a power loss in cold temperatures. It has day/night functionality and supports H.264 and Motion JPEG formats. Other features include Active Gatekeeper and an SD/SDHC card slot for local storage. AXIS Q6034-E is ideal for outdoor applications such as city surveillance, airports, and transportation stations, and Axis Communications will be deploying 67 of the AXIS Q6034-E in West Des Moines, IA for traffic monitoring.

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries.

HNTB

As a leader in the planning and design of our nation's bridges, highways and toll roads, HNTB is adept at integrating technologies that equip surface transportation facilities to function at peak efficiency. Early adoption and a long-term commitment to the many facets of Intelligent Transportation Systems (ITS) technology have positioned HNTB as the ITS advisor of choice to numerous state departments of transportation, municipalities and toll agencies.

As states and metropolitan areas move to wider deployment of ITS, agencies face a number of challenges:

- Maximizing the utility of investments
- Ensuring interoperability of systems
- Increasing the efficiency of legacy systems
- Coordinating participation and input from stakeholders
- Maintaining a rapidly increasing number of ITS assets

As a pioneer in the planning, design and deployment of ITS since the 1960s, HNTB is committed to partnering with our clients from a project's inception through completion. We work to identify system needs and requirements, match requirements with available technologies and test them in real-world situations, and develop a comprehensive plan for operating, staffing and maintaining the system.

In the ITS Heartland region, HNTB provides local ITS resources supported by national expertise. Recent projects in the region include:

- I-470 and U.S. 50 KC Scout expansion project in Independence and Lee's Summit, Missouri
- ITS design for the I-435 and U.S. 69 corridors in Overland Park, Kansas
- Transit ITS planning and ITS project architecture development for the Roaring Fork Transportation Authority's bus rapid transit project
- ITS planning for the Johnson County Gateway interchange, Lenexa, Kansas
- ITS planning and technology assessment for the proposed I-70 truck-only lanes across Missouri
- I-380 Cedar River crossing Concept of Operations in Cedar Rapids, Iowa

We would like to thank our clients for the opportunity to work with them on these challenging projects.

Contact Chuck Miller, PE, PTOE, AICP at (816) 527-2696 or cmiller@HNTB.com in Kansas City or Mark Pohlmann, PE, PTOE at (402) 505-9548 or mpohlmann@HNTB.com in Omaha.



Meridian Environmental Technology, Inc. is a leader in 511 traveler information systems providing "up to the minute" route-specific weather information, as well as road conditions, construction, incidents, and traffic information. Meridian's advanced telephony systems can manage over of a half-million calls seeking advisories on possible delays, short-term weather conditions along specific routes, as well as road closings and re-openings during emergency weather events.

Providing detailed and accurate information at the route level, Meridian's Maintenance Decision Support System (MDSS) management tools allow users to create solutions to meet roadway maintenance decision needs, enabling the efficient maintenance of roads and highways while optimizing resource use and reducing agency costs.

Learn what Meridian can provide for your maintenance decision support and traveler information systems.

www.meridian-enviro.com



MID-AMERICA TRANSPORTATION CENTER

The Mid-America Transportation Center (MATC) supports research, education, and technology transfer activities that promote our theme of improving safety and minimizing risk associated with increasing multi-modal freight movements. MATC is the Region VII University Transportation Center designated by the U.S. Department of Transportation.

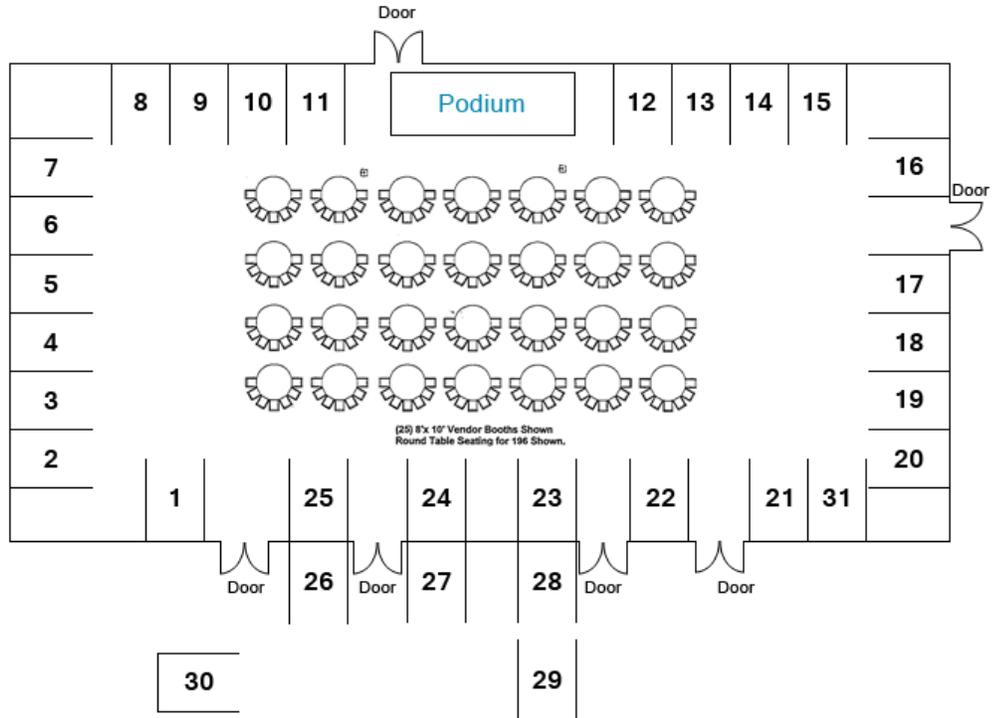


The University of Nebraska-Lincoln is the lead institution and consortium partners include the University of Iowa, the University of Kansas, Kansas State University, Missouri University of Science and Technology, Lincoln University in Missouri, and Prairie View A&M University in Texas.

MATC has provided funding for over 62 transportation research projects for projects covering a wide range of surface transportation areas. Over 130 graduate and more than 30 undergraduate students have received funding from MATC for their education and research assistantships. MATC also supports innovative education programs for K-12 students that show them the ways that science and math are demonstrated in our everyday lives through transportation applications.

Since 2006, MATC has helped facilitated the Summer Professional Development Science and Technology Summer Institute, which provides a professional development opportunity for K-12 teachers in Nebraska. MATC also communicates transportation research advances to transportation professionals through tech transfer activities, from workforce development short courses to webinars. MATC is proud to support ITS Heartland. <http://matc.unl.edu>





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