

Innovation for better mobility



C O R P O R A T E O V E R V I E W





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Iteris is a leader in the traffic management market. We develop and apply advanced technologies to reduce traffic congestion and improve the mobility and safety of our surface transportation.

Overview

Iteris is a leader in traffic management — delivering total solutions for public and private sector clients in key markets worldwide. Iteris' technology-based consulting and engineering services, combined with our state-of-the-art machine vision technology, help to reduce traffic congestion, and improve the mobility, air quality, and safety of multi-modal surface transportation systems.



Iteris has assembled a bright and talented team from many professional disciplines to focus on the specific needs of clients. Iteris is committed to the traffic management market — striving to apply proficiency in solving the challenging problems of the movement of people and goods. Through applying advanced engineering, ISO 9001:2008 industry best practices, experience and imagination, Iteris develops end-to-end solutions through our products and services that solve traffic problems today and allow for future growth and flexibility.

Guiding Principles

Iteris' vision, strategy, goals and values are the foundation of our company. They serve as the roadmap for our accomplishments and the benchmark by which we measure our performance each year.

As a company, we are committed to driving strategic growth; establishing an inclusive culture; improving productivity and providing our customers with systems integration, support and assurance for each and every product and service we offer.

Iteris combines expertise in hardware and software engineering, image processing and traffic management to develop sophisticated systems that reduce travel time and congestion, enhance transit operations, provide safer mobility and improve the overall quality of life.

Ethics

At Iteris, we are proud of our reputation for excellence — a reputation based on our commitment to the highest ethical standards. All of our business relationships with clients and customers, shareholders, employees, suppliers and host communities must rest on a foundation of integrity and trust. Our success is dependent on each individual's commitment to these enduring values and no success is worth the expense of compromising ethical behavior.



Making a difference

Iteris' broad range of Intelligent Transportation Systems and driver safety solutions help save thousands of lives and improve the commute of millions of people every day.

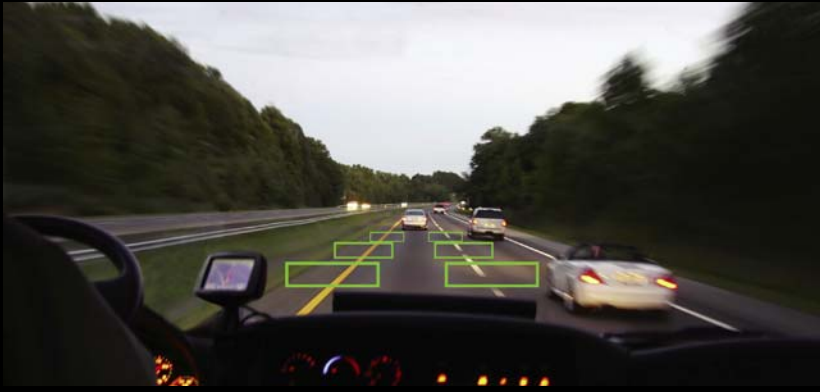
Iteris and the Environment

Iteris places great value on environmental protection and human safety. We believe that our commitment to the responsible management of human and natural resources contributes to the sustainable growth of our company. We develop solutions that help improve the short- and long-term environmental impact of traffic congestion and growing transportation infrastructure.

As a global company, we strive to conduct our business in a manner that safeguards our employees, clients and customers, community neighbors, suppliers and the environment.

Our operating processes reflect this commitment to environmental protection through energy-efficient systems, waste elimination and reduction. When investing in new products, approaches or technologies, we give preference to those that have the most favorable effect and safeguard our customers.

Significant resources and efforts are dedicated to designing products that meet client and customer needs most effectively and efficiently while minimizing environmental disruption and sustaining natural resources



Iteris is raising the bar in roadway safety

We are the company that developed the world's first Lane Departure Warning system to address the nation's single-largest cause of highway fatalities, inadvertent lane changes due to drowsy, fatigued or distracted drivers.

Sensors

Iteris' advanced machine vision technology provides the foundation for its state-of-the-art traffic optimization products and its vehicle safety technology.

Roadway Sensors

Combining industry-leading performance, functionality and ease of use, Iteris' video detection systems offer winning solutions to address a broad range of vehicle detection applications.

Iteris offers unprecedented versatility and value to traffic engineers seeking powerful, flexible tools to move traffic. Iteris' Vantage[®] and VersiCam[™] systems capture and analyze video images through sophisticated algorithms, providing accurate vehicle detection in a flexible and easy to implement package. Iteris' Abacus[™] offers tracking-based detection algorithms to turn CCTV cameras into a rich source of traffic flow and incident data.

Vehicle Sensors

A pioneer in vehicle safety technology, Iteris developed the world's first production Lane Departure Warning system that is available as an OEM option in passenger cars and as an OEM and aftermarket option on heavy trucks worldwide.

Iteris' Forward Collision and Blind Spot Warning systems increase driver awareness of tailgating situations and objects in the side "blind spot" - helping drivers avoid accidents. In addition, Iteris' close-range Obstacle Detection capability warns the driver of objects in close proximity to the vehicle, where visibility can be limited. Iteris' AutoVue[®] Vehicle Sensors provide active safety technologies that help prevent accidents before they occur.

Iteris' SafetyDirect[™] system accumulates driver performance data and relays this information directly to fleet managers — providing them the data needed to identify drivers who need additional training.

Transportation Systems

Iteris is an industry leader in Intelligent Transportation Systems (ITS) consulting, traffic engineering and transportation planning for both public and private sector clients. Our infrastructure-focused projects range from single intersections to some of the largest freeway deployments in the United States.



Our talented team of traffic management experts specializes in the application of new technologies in urban traffic control and information systems to enhance mobility, as well as innovative approaches to the application of historic transportation modes — light rail, transit, bus, commercial vehicles, auto and other vehicular modes. Our expertise covers every aspect of the development, expansion and rehabilitation of arterials, urban freeways, complex interchanges, toll roads, bridges and port facilities.

Iteris' Traffic Engineering and Transportation Planning capabilities cover an impressive range of activities including Travel Demand Forecasting; Traffic Impact Analysis; Parking Studies; Transit Studies; Goods Movement Analysis; Congestion Pricing; Traffic Control Systems Planning, Design and Integration; Traffic Signal Operations; Communication Analysis and Design; Greenhouse Gas Emission Modeling; System Integration; Design/Build.



A Unique History

Iteris' roots date back to 1993 when engineers used their video image processing expertise to introduce Vantage®, Iteris' first commercial vehicle detection product to address the ITS market.



In the late 1990s, Iteris acquired the transportation systems business of Rockwell International Corp.; Meyer, Mohaddes Associates, a premier Traffic Engineering and ITS Consulting firm based in Los Angeles and certain assets of the Washington, D.C.-based consulting firm of Vigen Corporation to enhance our product engineering and ITS consulting practices.

At the same time, Iteris developed and went into production with the world's first commercially available Lane Departure Warning system which was soon deployed on commercial trucks in Europe and the United States. Within four years, the first passenger cars to offer Lane Departure Warning became available in the United States.

Iteris continued to mature alongside the ITS industry since the early 1990s, and has emerged as a flourishing company with distinguished products and services that have resulted in national and international projects and awards. Our products and services range from regional and state-wide traffic management programs; major corridor and transit projects; Commercial Vehicle Operations contracts and Goods Movement programs to a comprehensive offering of Roadway and Vehicle Sensors products.

Today, Iteris is a publicly traded company (ITI). With corporate headquarters in Santa Ana, California and over 25 offices worldwide, the company remains committed to its position as a leader in the traffic management market and to helping solve some of the world's most challenging surface transportation and vehicle safety issues.



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Mission

Our mission is to be the leading traffic management company, applying advanced technologies to plan, design and enable complete solutions that address significant needs in the traffic management market. We commit ourselves to high standards of integrity by contributing to the best interests of our clients and customers, the transportation profession, our associates and our communities, and to seeking significant returns to our shareholders, based on the continual pursuit of innovative technological and operational excellence.