

## News About Iteris



### News

#### **Iteris Releases Enhancements to Award-Winning SmartCycle Bicycle Detection**

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*- Industry-Leading Bicycle Detection and Differentiation Provides Added Safety at Intersection When Bicycles Are Present -*

**SANTA ANA, Calif. – May 6, 2015** - Iteris, Inc. (NYSE MKT: ITI), a leader in providing information solutions to the transportation and agriculture markets, released its third generation SmartCycle<sup>®</sup> bicycle detection and differentiation algorithm for its Vantage video detection platform. SmartCycle is an award-winning and patented bicycle detection system that was first released in 2012.

SmartCycle provides the unique capability of distinguishing bicycles from other vehicles across all lanes of traffic. When a bicycle is detected at an intersection, the system extends the green light for that phase, ensuring the cyclist is able to safely cross the intersection.

This new generation enhances the accuracy and capabilities of the system to detect and differentiate bicycles in unique situations such as bike boxes, lane splitting and other real-world and innovative configurations that are becoming more popular throughout the country. In addition to a more accurate and flexible detection algorithm, the system also provides enhancements in handling multiple approaching bicycles and improved bike counting accuracy.

"SmartCycle has been very successful and was the first in the industry to combine both vehicle and bicycle differentiation into a single detection system," said Todd Kreter, senior vice president and general manager, Roadway Sensors at Iteris. "As we continue to improve and enhance our algorithms, the need for bicycle differentiation should continue to be at the forefront, ensuring proper detection of this growing mode of transportation on the roadways."

SmartCycle is included in new installations of Iteris' proven Vantage video [vehicle detection](#) technology, which has been deployed throughout North America, Latin America, Europe, Asia, and the Middle East. Iteris is the global video vehicle detection leader with more than 120,000 sensors operational worldwide. A global network of exclusive distributors and direct sales offices provide local technical support and training.

**For more information on SmartCycle, contact Temple, Inc. at 800.633.3221.**