



U.S. Department of Transportation
Office of Public Affairs
1200 New Jersey Avenue, SE
Washington, DC 20590
www.dot.gov/briefing-room.html

News

RITA 4-11
Wednesday, April 6, 2011
Contact: Jane Mellow
Tel: 202-366-4792

U.S. Department of Transportation Announces ITS Video Challenge

Wednesday, April 6, 2011 - The U.S. Department of Transportation's Research and Innovative Technology Administration (RITA) today announced the Intelligent Transportation Systems (ITS) [Video Challenge](#), a new national competition showcasing innovative ways that local communities use smart transportation technology to improve safety, mobility and the environment.

Through the competition, RITA is seeking original videos of proven ITS technologies that are already being used. The videos may be submitted by state and local governments, transit agencies, private firms and even students who want to showcase smart technologies that excite them. Each video should demonstrate the benefits of ITS technology in a local community. Examples of ITS technologies include: traffic signals that give priority to transit vehicles, road weather sensors that give drivers real-time information about icy bridges, wet roads, fog and other hazards, and curve warning systems that alert vehicles when they are approaching a curve too fast.

Each video submission must focus on one example of ITS deployment, which could include uses for motorists, pedestrians, bicyclists, transit and freight vehicles, or any combination of these.

"We have a powerful story about how ITS technologies have saved lives and reduced some of the most deadly types of crashes," said RITA Administrator Peter Appel. "People who have seen these innovations in their everyday lives can help us spread the word and increase their use across the United States. We're asking people to share their experiences in their own words and to be part of the effort to make more communities aware of the safety, mobility and environmental benefits of smart transportation technologies."

The ITS Video Challenge will run from April 6 through June 30. Competition rules and additional details can be found at www.its.dot.gov/videochallenge.htm.

Video submissions must contain original material and are recommended to be approximately 5-6 minutes long. Entries should be uploaded to <http://www.youtube.com> with the associated link emailed to open@dot.gov with the subject line "ITS Deployment Video Challenge." All videos should have an introduction, outline benefits, mention associated costs, identify a public process, provide a demonstration, and provide the name and affiliation of each team member and a main point of contact. All requested information must be provided for the entry to be valid

The Grand Prize recipient(s) will receive a travel package to the 18th Annual World Congress on Intelligent Transportation Systems in Orlando, Fl. October 16-20, 2011. The best overall video will be featured during the event and selected videos will be posted on a consolidated website of designated winning videos.

- **end** -

-