



MEDIA ADVISORY

Alcoa to Receive “Smart City” Award from the Intelligent Transportation Society of America

Alcoa Investing in New Cost-Effective GridSmart™ Technology to Manage Intersections, Reduce Wait Times and Emissions, Prevent Traffic Accidents

March 6, 2009 • 10:30 a.m. • Intersection of Lincoln Road and Hall Road • Alcoa, Tenn.

WHAT: The City of Alcoa will receive a *Smart City Award* from the Intelligent Transportation Society of America (ITS America) following the unveiling of a new real-time traffic management system, GridSmart™, that is designed to reduce intersection wait times and emissions, prevent collisions, and save taxpayers time and money by eliminating the need for the City to tear up pavement to replace broken intersections loop detectors.

The GridSmart system has been developed by Oak Ridge-based Aldis, Inc., a leader in next-generation traffic management systems. The revolutionary new system was officially announced at the 15th World Congress on Intelligent Transportation Systems (ITS) in November, making Alcoa one of the first cities in the nation to adopt this time, money, and potentially life-saving technology.

WHO: **Mark Johnson**, Alcoa City Manager
Scott F. Belcher, President and CEO, Intelligent Transportation Society of America
James V. Sherrill, CEO and President, Aldis, Inc.
Bill Malkes, COO and CFO, Aldis, Inc.

WHEN: Friday, March 6, 2009
10:30 – 11:30 a.m.

WHERE: Intersection of Lincoln Road and Hall Road, Alcoa, Tennessee

WHY: Intelligent Transportation Systems (ITS) like GridSmart™ will reduce crashes, traffic congestion, costs and carbon emissions. It is critical that federal, state, and city transportation officials make the best use of cost-effective, deployment-ready technologies to improve the safety and efficiency of their transportation systems.

VISUALS: On-location demonstration of new GridSmart system, *Smart City Award* presentation to the City of Alcoa, interview opportunities with transportation and technology leaders

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