

NEWS RELEASE



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innovITS ADVANCE shortlisted for The Engineer magazine Technology and Innovation awards 2011

The Engineer magazine has announced that innovITS ADVANCE is one of just three entries shortlisted for 'Automotive' category of the prestigious Technology and Innovation awards 2011.

Now in its fifth year, the awards run by The Engineer, the leading magazine and website for technology and innovation, are this year focused on collaboration, whether between technology-led companies and universities, or between businesses with distinct areas of expertise. The citation for innovITS ADVANCE underscores the manner in which this highly innovative UK facility, that will enable significant advances to be made to improve both the safety and sustainability of future road transportation, has come about through the very effective collaboration between innovITS, the UK centre for excellence in intelligent transport systems, together with MIRA and TRL.

Formally opened in June 2011, innovITS ADVANCE marks a step change in automotive research and development within the UK, providing:

- The world's first purpose-built facility for industry to develop, test and validate of ITS products and innovations
- A 'virtual city' configurable to replicate the navigational network connectivity of almost any type of street environment from skyscraper neighbourhoods typical of London's Docklands or Lower Manhattan, to mixed suburban development
- Fully controllable private communications networks allowing virtually any scenario of signal attenuation and denial to be replicated
- A dedicated and secure testing environment for the automotive, telematics and ITS industries



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“The shortlisting of innovITS ADVANCE for the 2011 Technology and Innovation awards of The Engineer magazine is excellent recognition for the hard work of the team that has brought this world-leading facility into being,” said innovITS CEO Phil Pettitt. “Although launched as recently as June of this year, innovITS ADVANCE is already enabling the benefits of ITS innovations to be realized much sooner than would otherwise be the case. The very successful collaboration between innovITS, MIRA and TRL and the further collaborative research efforts of innovITS ADVANCE and its users drawn from the automotive, highways, telematics and telecommunications industries as well as from academia, will improve the safety and efficiency of future road transportation in a manner that would otherwise not have been possible.”

Ends

Picture options available with this release:



The central multi-lane boulevard of the innovITS ADVANCE city circuit (left), and (above) innovITS ADVANCE formally being opened in June 2011 by Phil Pettit and David Pearson of innovITS and George Gillespie of MIRA



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NOTES TO EDITORS:

innovITS is the UK ITS (Intelligent Transport Systems) Centre for Excellence for Transport Telematics and Technology for Sustainable Mobility. It was set up by the UK Government's Department for Business, Innovation and Skills (BIS) as a non-profit making organization in 2005 and has the fundamental objective of achieving a world-class position for the UK ITS industry. innovITS brings together expertise from the Automotive, Highways and Telecommunications industries to build collaborative partnerships, seeking out inventive telematics technologies to integrate on a realistic scale and validate that it delivers value to road users and transport operators. As a result, it acts as a catalyst for the subsequent promotion, deployment and commercial exploitation of these technologies and technology providers on a global scale.

innovITS – ADVANCE is the result of a collaboration between innovITS, MIRA Ltd, one of the world's leading automotive design and development organisations, and TRL, the UK's internationally recognised Transport Research Laboratory, a leader in research and development of ITS solutions and strategic applications. The facility is hosted at the Nuneaton headquarters site of MIRA.

Examples of the type of projects, which might be carried out by innovITS ADVANCE customers, include:

- Collision avoidance and mitigation
- Driver behaviour studies
- Intersection safety
- Vulnerable road user detection
- Robustness in poor reception areas
- Electric vehicle charging development
- Road sign detection
- Traffic management
- Advanced driver assistance systems
- Time/distance position based charging
- Autonomous vehicles
- Denial of service response

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