



Utah DOT Adds HERE Traffic Data to Iteris Performance Measurement Platform

Deal Expands Coverage of Roadway Network to Include Statewide Freeway and Arterial Data

- **New contract expands Iteris’ intelligent transportation systems services in “one of the leading states for traffic performance measurement”**
- **Access to real-time data analysis, visualization and reporting will help Utah DOT improve traffic congestion, safety and efficiency across the state**
- **Enhanced service now includes use of third-party data provided by HERE Technologies and extends coverage to include arterial roadways**



SANTA ANA, Calif. – April 24, 2018 – [Iteris, Inc.](#) (NASDAQ: ITI), the global leader in applied informatics for transportation and agriculture, today announced that the Utah Department of Transportation (UDOT) has agreed to a new contract to use [Iteris iPeMS®](#) to manage and measure the performance of its intelligent transportation systems across the state.

In combination with real-time and historical traffic data from [HERE Technologies](#) – a global leader in mapping and location platform services – the new engagement expands its original Iteris iPeMS implementation from 2014 and is renewable annually for up to five years. The



service will give UDOT the ability to analyze and visualize real-time and historical traffic data, while measuring and forecasting the impacts of changing weather on pavement conditions, construction work and infrastructure health for improving roadway mobility and safety.

Features include real-time maps, real-time bottlenecks, animations, historical trend reports, dynamic route creation, reliability maps, reports and measures, congestion charts, weather overlays and route summary reports.

“Iteris is a trusted partner that is uniquely qualified in harnessing and analyzing traffic data. Gaining access to statewide traffic insights via Iteris iPeMS’ easy-to-use interface will make a significant contribution to our goal of reaching zero crashes, injuries and fatalities throughout the state of Utah,” said Kelly Burns, traffic mobility engineer at the Utah Department of Transportation. “We intend to use this data to prioritize project needs, measure arterial reliability, automatically detect unusual congestion outside of our transportation management system limits and communicate event-related traffic. We are also exploring options to use this to measure incident management team benefits.”

“This comprehensive, statewide expansion of Iteris iPeMS, which now leverages the power of HERE location data and covers arterial roads as well as freeway networks, underscores UDOT’s commitment to investing in the safety and efficiency of its roadways,” said Ramin Massoumi, general manager and senior vice president, Transportation Systems at Iteris. “Utah is one of the leading states in traffic performance measurement and serves as both a valued partner and instructive example of the demand for transportation analytics solutions across the country.”

“Managing congestion and prioritizing projects that improve mobility and safety is an important role of the Utah Department of Transportation,” said Monali Shah, director of intelligent transportation at HERE Technologies. “We are proud to provide HERE real-time and historical traffic data, with Iteris’ analytical tools, to deliver a real-time understanding of road performance and the insights needed for data-driven project planning and management.”

Government agencies and municipalities throughout North America, including the [Virginia Department of Transportation](#), the California Department of Transportation and the [City of Toronto](#), use performance measurement systems from Iteris to manage, measure and optimize complex transportation networks.

About Iteris, Inc.

Iteris is the global leader in applied informatics for transportation and agriculture, turning big data into big breakthrough solutions. We collect, aggregate and analyze data on traffic, roads, weather, water, soil and crops to generate precise informatics that lead to safer transportation and smarter farming. Municipalities, government agencies, crop science companies, farmers



and agronomists around the world use our solutions to make roads safer and travel more efficient, as well as farmlands more sustainable, healthy and productive. Visit www.iteris.com for more information and join the conversation on [Twitter](#), [LinkedIn](#) and [Facebook](#).

Iteris Forward-Looking Statements

This release may contain forward-looking statements, which speak only as of the date hereof and are based upon our current expectations and the information available to us at this time. Words such as "believes," "anticipates," "expects," "intends," "plans," "seeks," "estimates," "may," "should," "will," "can," and variations of these words or similar expressions are intended to identify forward-looking statements. These statements include, but are not limited to, statements about the capabilities and benefits of our iPeMS services and statements about the use of the implementation and impacts of the new contract. Such statements are not guarantees of future performance and are subject to certain risks, uncertainties, and assumptions that are difficult to predict, and actual results could differ materially and adversely from those expressed in any forward-looking statements as a result of various factors.

Important factors that may cause such a difference include, but are not limited to, our ability to successfully dedicate resources, roll out, and gain broad market acceptance for our solutions and products in growth markets; adoption of technology based analytics solutions in the transportation market; challenges in the development of software-based solutions generally; impact of general economic, political and other conditions in the markets we address; our ability to expand our patent protections for our technologies and products; and the potential impact of product and service offerings from competitors and such competitors' patent coverage and claims. Further information on Iteris, Inc., including additional risk factors that may affect our forward-looking statements, is contained in our Annual Report on Form 10-K, our Quarterly Reports on Form 10-Q, our Current Reports on Form 8-K, and our other SEC filings that are available through the SEC's website (www.sec.gov).

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