ATLANTA
ITS WORLD CONGRESS 2025

2025 | AUGUST 24-28, 2025
GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA, UNITED STATES

DEPLOYING TODAY,
EMPOWERING TOMORROW

BE A PART OF THE V2X DAY ONE DEPLOYMENT DISTRICT

This year, at the 2025 ITS World Congress experience a one-of-a-kind demonstration, one that does not come and go but stays forever in the heart of Atlanta. Leveraging the CV2X infrastructure investments of Georgia DOT on the streets of Atlanta, the V2X Day One Deployment District features a one mile area showcasing "Day One" V2X applications and benefits. This one square mile area is centered on the World Congress site and includes Mercedes-Benz Stadium and much of the downtown Atlanta core. The Deployment District features functional signal prioritization and other applications connecting to aftermarket safety devices installed in Atlanta emergency vehicles, transit buses, school buses and technical tour shuttles for the conference.

We are seeking solutions that highlight safety such as VRU Safety and Traffic Signal Safety. Submit your technology via our application for consideration.

APPLICATIONS ARE DUE MARCH 31, 2025

DEPLOYMENT DISTRIC FEATURES

- Production Environment
  - Networked Traffic Signals and C-V2X Roadside Units
  - RSU Broadcast/Reception
    - Broadcast: V2X RTCM, SPaT (0x8002), MAP (0xE0000017), TIM (0x8003), SSM (0xE0000015)
    - Receive: PSM (0x27), BSM (0X20), SRM
- Sandbox Environment with Historical Data
  - Hi-Resolution Traffic Signal Data, CCTV Video Streams, CV Data

The vision of the Day One Deployment District is to showcase the readiness of V2X technology today through deployable, scalable applications that leverage existing infrastructure and data that improve safety and mobility.

For more information, go to our website at https://itsa.org/day-one-deployment-district/ or contact Rachel Rettberg, ITSA Senior Vice President, Member Engagement and Operations at rrettberg@itsa.org.

To learn more about ITS World Congress 2025, visit: **itsamericaevents.com**

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