



Vehicle-to-Everything (V2X) Day One Deployment District (DODD) at 2025 ITS World Congress in Atlanta, Georgia, USA

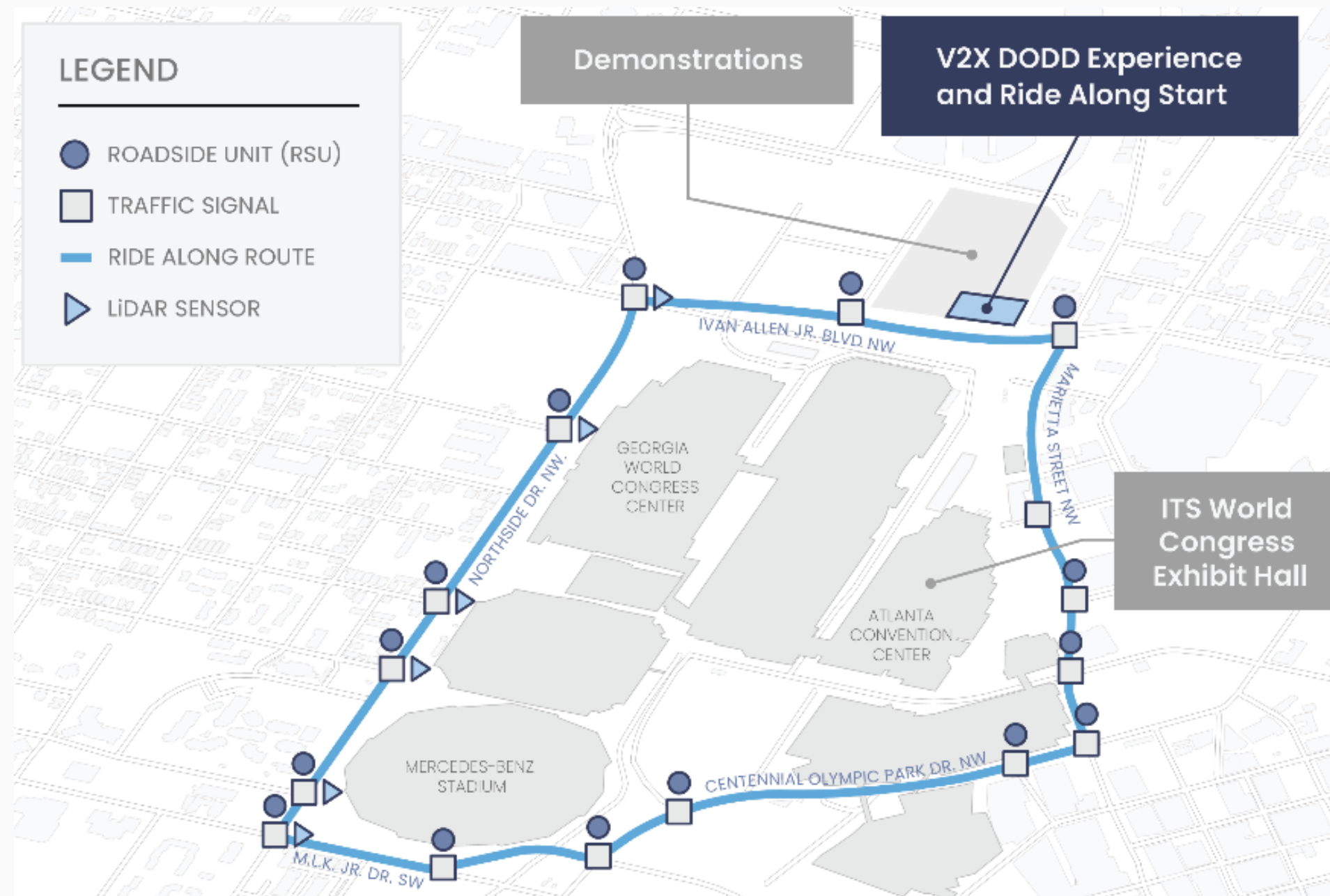
Presentation to ITS-JPO V2X Cohort

September 29, 2025

First V2X DODD of its kind!

- The V2X DODD Experience at World Congress from showcased a **fully operational V2X environment** deployed by Georgia Department of Transportation (GDOT) on live streets in downtown Atlanta, Georgia, USA during ITS World Congress from 8/25-8/27/2025.
- The GDOT V2X DODD lives on beyond World Congress as **one of the largest permanent V2X deployments on live streets** and shows that **V2X applications are ready for widespread deployment today**.
- The V2X DODD Experience at World Congress included an **experience station and ride alongs for World Congress attendees** made possible through public-private partnerships.
- The ride alongs showcased **16 smart traffic signals, 15 RSUs, 6 LiDAR sensors, and other smart infrastructure** in action, which is only a portion of the permanent GDOT V2X infrastructure in place!

First V2X DODD of its kind!



V2X day one deployments are basic safety applications that can happen with current infrastructure and technology capabilities now.

Did you know there are more than 1,700 locations with V2X RSUs in Georgia?

More about GDOT connected vehicle V2X efforts at cvprogram-gdot.hub.arcgis.com

#V2XDODD at #ITSWC2025 Stats

- A total of **14 deployers** participated in the V2X DODD Experience at World Congress.
- **7 ride alongs** showcased V2X applications through GDOT infrastructure, including everything from signal priority to vulnerable road user (VRU) safety to V2X coverage and reliability analysis.
- 3 ride alongs showcased **multiple vendor partners**, such as the partnership between Raven, Esri, and Verizon!
- The 4 companies that provide **V2X infrastructure to GDOT** as part of their permanent V2X DODD were included.

Deployer	Experience	V2X uses showcased			
GDOT	Ride along	• Signal priority • Dynamic signal phase and timing (SPaT)/MAP • Sensor data sharing message (SDSM) • Several traveler information messages (TIMs)	Derq Inc.	Stationary in Exhibit Hall Booth 1649	• Video-based detection • V2X messages and connected vehicle alerts • Near-miss and crash prevention • Responsive traffic signal operation • Real-time traffic and safety insights
INTEGRITY Security Services (ISS)	Ride along and stationary in DODD Experience	• Signal priority • SPaT • Vulnerable road user (VRU) safety • Work zone TIM	Marben Products	Stationary in DODD Experience	• Vehicle to vehicle (V2V), infrastructure (V2I), pedestrian (V2P) • V2X simulation tool
Iteris	Ride along and stationary in DODD Experience	• V2X message validation • VRU safety	Keysight	Stationary in DODD Experience	• Live production V2X message analysis and validation
PCTEL	Ride along	• Realtime V2X data collection • V2X data post-processing and analysis • V2X coverage and reliability analysis • Regulatory compliance	Commsignia	GDOT Provider	• RSUs • VRU Safety • Sensor data sharing message (SDSM) • Basic and personal safety messages (BSM and PSM)
Raven Connected Inc. with Esri and Verizon	Ride along and stationary in DODD Experience	• SPaT/MAP • SDSM • VRU safety • Weather TIM • Work zone TIM	Danlaw	GDOT Provider	• RSUs
Saxton Lab with Verizon, Ettifos, Valtech, University of Arizona, and Keysight	Ride along and stationary in DODD Experience	• SPaT/MAP • SDSM • Work zone TIM • Weather TIM • VRU Safety	Ouster	GDOT Provider and stationary in Exhibit Hall booth 1932	• LiDAR sensor-based detection • SDSM
Qualcomm, Audi/VW, and Spoke	Ride along and stationary in DODD Experience	• VRU Safety	QFree	GDOT Provider	• Traffic signal controllers • Connected Vehicle Processing

#V2XDODD at #ITSWC2025 Stats

- Over **1000 attendees** visits in the DODD Experience
- Over **500 attendees** registered for V2X DODD ride alongs
- Approximately **200 more attendees** did walk up ride alongs
- ITS America CEO Laura Chace, FHWA Administrator Sean McMaster, ITS-JPO Director Brian Cronin, GDOT Commissioner Russell McMurry, and other leaders from USDOT and GDOT at V2X DODD **VIP ride along**
- **Another DODD** done at Chattanooga Connect



#V2XDODD Coverage



PRESS RELEASE
www.5GAA.org

C-V2X Technology Reaches U.S. Milestone with the First “Day One Deployment District” at the ITS World Congress 2025

- The 5GAA Day One Deployment Guide was instrumental in enabling the largest C-V2X deployment during the “Day One Deployment District” in Atlanta.
- 5GAA members demonstrated real-world C-V2X applications showing immediate public value and nationwide scalability.

ATLANTA, U.S. - 3 September 2025 — The U.S. connected vehicle ecosystem took a major step forward as Atlanta became home to the nation's first “Day One Deployment District” for Cellular Vehicle-to-Everything (C-V2X) technology. The 5GAA Vehicle-to-Infrastructure Communications Day One Deployment Guide was instrumental as a benchmark for C-V2X roadside infrastructure installations such as those earning the spotlight at the ITS World Congress 2025 for the Georgia Department of Transportation (GDOT) and the permanent enhancements for the downtown district.

5GAA members played a key role in showcasing ready-now applications for C-V2X technology in a live urban traffic environment and the clear potential for deployment in other states and cities.

This milestone comes at a moment when vulnerable road user traffic fatalities remain near the highest levels ever recorded, and with traffic congestion costing the U.S. economy more than \$36 billion¹ annually. With an estimated nationwide deployment cost of \$6.5 billion, as estimated in the ITS America National V2X Deployment Plan, C-V2X offers a powerful solution to enhance road safety.

“Day One Deployment District” also builds a bridge for establishing the C-V2X ecosystem in Atlanta, as OEMs progress from pilot projects toward production-ready architectures. Live demonstrations by 5GAA members and other industry leaders illustrated how C-V2X can offer immediate public value through:

- **Faster emergency response** with traffic signal preemption and real-time alerts
- **Enhancing safety for vulnerable road users**
- **Lower local agency expenses**, reducing costs for school buses and public fleets

¹ The Economic and Societal Impact of Motor Vehicle Crashes, 2019 (Revised): <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813403.pdf>



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Georgia DOT To Debut Day One Deployment District During 2025 ITS World Congress

Staff Report From Georgia CEO

Wednesday, August 27th, 2025

At the 2025 ITS World Congress, hosted in Atlanta from August 24 – 28, the Georgia Department of Transportation (Georgia DOT) has proudly unveiled the Day One Deployment District (DODD) — a first-in-the-nation initiative providing a live, immersive experience to guests from more than 50 countries and regions around the world with operational, next-generation connected vehicle technologies.

“We must invest in technology to ensure we’re preparing for the future we all want and need, one foundationally based on safety and efficiency in all forms of mobility,” said Russell R. McMurry, P.E., Georgia DOT Commissioner. “I’m very excited we will have Day One opportunities for everyone coming to the ITS World Congress, and to see demonstrations of the technology’s practicality and provide them with real world experiences.”

The DODD offers real-world, on-the-ground cellular vehicle-to-everything (V2X) deployments, enabling direct V2X communication. They are designated corridors or communities featuring live V2X technology where connected vehicle systems deliver tangible benefits to the public in the areas of safety, mobility, and efficiency. V2X technology is a proven and effective way to support safe, smart, and efficient travel for all roadway users, including pedestrians and cyclists, while also demonstrating the readiness of traffic infrastructure for intelligent transportation. These systems are not pilot programs or conceptual visions but are production systems, deployed at scale, and can serve as a model for the nationwide implementation of connected infrastructure.

“The V2X DODD proves that innovation is here, now,” said Laura Chace, President and CEO of ITS America. “This experience exemplifies the theme of the ITS World Congress, ‘Deploying Today, Empowering Tomorrow,’ showcasing cutting-edge technologies that can save lives and improve mobility across America. ITS America is proud to have collaborated with our partners to show that smart investments in transportation technology are critical to transform our roadway systems.”

The 2025 ITS World Congress has brought together leaders, practitioners, policymakers, researchers, and industry representatives to discuss and advance the field of ITS, focusing on the deployment of technology to enhance road safety, reduce congestion, and foster economic growth.



Jimmy Kim • 1st
Partner, 5G/MEC Solutions and Connected Tran...
4w • 🌐

Friends, join us at the Day One Deployment District during ITS World Congress next week! Verizon is collaborating with key partners to demonstrate our Edge Transportation Exchange Platform, enabling some exciting Network V2X applications. [#V2XDODD](#) [#ITSWC2025](#) [#Valtech](#) [#Raven](#) [#ESRI](#) [#USDOT](#)

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ITS World Demo - Raven Connected
ravenconnected.com

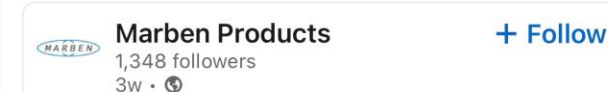
👥 Daniel Kligerman and 33 others

1 comment



Devang Naik • 2nd
Director of Software Engineering...
3w • 🌐

Experience live V2X based Tolling Demo at DODD! Future is here! [#v2xtolling](#), [#connectedvehicle](#) [#cv2x](#)



Hello from [#ITSWC2025](#) in Atlanta, GA! Come by to see our latest V2X demo at the V2X Day One Deployment District [#V2XDODD](#), or come by our booth (1917) to learn more about the exciting solutions Marben has to offer!



Spoke
1,327 followers
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At this year's [ITS America Events](#), we are proud to join forces with [Qualcomm](#) Technologies and [AUDI AG](#)-Volkswagen Group to show that communication between cars and bikes is a reality today.

Through the Georgia DOT's V2X Day One Deployment District, we are running live VRU2X™ demos powered by Qualcomm's Snapdragon Car-to-Cloud platform.

Cars see bikes and bikes see cars — even beyond line of sight — bringing a new level of awareness that enhances safety for cyclists, pedestrians, and drivers.

Our demos are running now and the feedback has been incredible. Together with our partners, we are proving what is possible for safer and more connected journeys.

<https://lnkd.in/ebpQjttn>



👤 with Brad Stertz and 2 others

👥 You and 250 others 11 comments • 12 reposts



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