



Traffic Technology Services and McCain Deliver Predictive Traffic Signal Data to Connected Vehicles

January 22, 2016

WASHINGTON, D.C. – [Traffic Technology Services, Inc.](#) (TTS) and [McCain, Inc.](#) announce their partnership to deliver traffic signal control data to TTS' cloud-based [Personal Signal Assistant](#) solution for automotive and truck connected vehicle applications. The partnership affords TTS the ability to access data regarding thousands of traffic signal controllers using McCain's central software in North America. TTS transforms the traffic signal data to deliver predicted traffic signal state changes, a key component of TTS technology and service.

"Having seen the TTS Personal Signal Assistant and imagining the possibilities for the new forms of driver assistance and feedback that it enables, we are looking forward to working with TTS and our customers to exchange real-time feeds of traffic signal data from our systems throughout North America," said Craig Hinners, Senior Systems Specialist at McCain.

Audi, along with TTS, is currently demonstrating the Personal Signal Assistant data product and implementation of the data for Audi's Traffic Light Info Online service at the Washington Auto Show. With McCain's assistance, TTS is able to obtain traffic signal information and predict the traffic signal state changes for intersections throughout the downtown Washington DC area.

TTS is now deploying the Personal Signal Assistant service throughout the greater DC metro area, expanding on the deployment in other major metropolitan areas in North America.

About McCain Inc.

McCain Inc. develops products used by millions of people around the world each day. A manufacturing powerhouse since 1987, the company's brand portfolio includes advanced traffic control equipment, integrated transportation systems, and custom manufacturing solutions for Fortune 500 companies. The McCain community is comprised of more than 600 team members at operations in the United States and Mexico.

For more information, visit the company's website at www.mccain-inc.com.

About Traffic Technology Services Inc.

Traffic Technology Services, Inc. is a technology company and information provider for the automotive industry, commercial fleets, telematics integrators, and other transportation service providers for connected vehicle applications. TTS includes a team of traffic engineers, data scientists, and programmers responsible for the company's creative and innovative solutions, including the Personal Signal Assistant product portfolio.

TTS is based in Beaverton, Oregon in the Portland metropolitan area. TTS shareholders include the firm's employees, and majority shareholder Heusch/Boesefeldt GmbH, the European leader in ATM control and management systems. For more information, visit www.traffictechservices.com