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McCain Inc. to Unveil Transparity® TDX, at the Intelligent Transportation Society of America's Annual Meeting

VISTA, California, May 31, 2019 – McCain, Inc. announced today that it will formally unveil Transparity® TDX during the Intelligent Transportation Society of America's (ITS America) Annual Meeting in Washington, D.C., being held June 3-7. *Transparity* TDX (Transportation Data Exchange) will provide a new cloud-based software platform serving a network of standards compliant transportation applications and data processing services. As individual transportation systems are advancing, *Transparity* TDX is the answer to decades of challenges in ITS integration and connectivity to innovative technologies.

Transparity TDX enables rapid and secure integration of a multitude of emerging and existing applications including but not limited to connected vehicle data subscriptions, Integrated Corridor Management Systems (ICMS), regional traffic management, parking system events, and multimodal applications such as Transit Priority, Emergency Vehicle Preemption (EVP), and pedestrian and bike safety. *Transparity* TDX also provides long term storage of high-resolution event data and performance reporting.

Greg McKhann, McCain's Chief Operating Officer says the new platform will immediately create new efficiencies for agencies while positioning them for the connected and autonomous vehicle future without a huge, ongoing capital investment. "*Transparity* TDX addresses the problem of what to do with the billions of records generated by signals and intersections, and how to transform that information into actionable data," he said. "As we transition into a fully connected world, data storage and access will become increasingly crucial, and with TDX, traffic managers could arrive at work and within a few keystrokes, immediately assess the health and performance of an individual traffic signal or an entire city."

Among the many applications supported by Transparity TDX, McCain is inviting agencies to take a closer look at a few select applications at ITS America next week:

- *Transparity* SPM Report Suite will give traffic managers access to high resolution performance measures at every level. It will also allow agencies and subscribers to generate time-stamped data reports for every event, helping them make meaningful decisions on signal timing and traffic loads. As connected and autonomous vehicle technology matures, the data can be sent through this subscription service to third party vendors that will be able to provide important in-vehicle traffic flow information, including countdown to green or red signals.
- *Transparity* C2C can also be utilized for regional coordination and data sharing between agencies. These applications could be as simple as collaboration at intersections that fall within two jurisdictions, or as impactful as planning for mass evacuations in the event of a natural or human-caused emergency.
- Integration with parking solutions like McCain's OPTIPARK® Parking Guidance System (PGS) enables synchronization between parking events and signal operations. OPTIPARK provides motorists with parking guidance while providing parking facility operators with compelling low-cost alternatives compared to single-space systems.

McCain operates on a fundamental commitment to smart cities and the future of transportation. This philosophy provides a foundational block of intelligent hardware including McCain's ATC Cabinets that come connected vehicle ready and Advanced Variable Message Signs that consume only 10% of the power of traditional units. Reliable software is the second block that builds on that foundation with solutions like McCain's *Transparity* Traffic Management System (TMS) that promotes mobility with real-time traffic data collection and management tools. Integrated solutions, like *Transparity* TDX,

make up the final building block with extendable and intelligent architecture that support the future of smart city applications and connected and autonomous vehicle operations.

To see these building blocks in action visit McCain during ITS America at Booth #201.

About McCain Inc.
McCain Inc. creates intelligent transportation solutions and traffic control equipment to promote safer, more mobile and livable communities. A wholly-owned subsidiary of the SWARCO Group, the San Diego-based transportation technology firm provides high-quality products and services to optimize signalized intersections, improving safety and quality of life for all road users. McCain's innovative solutions are paving the way to the future by creating the next generation of smart city solutions and helping to prepare the infrastructure for connected and autonomous vehicles.

For more information, visit www.mccain-inc.com or Twitter @mccain_inc.
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