

## Transform Traffic Management with VantageARGUS CV

The traffic management industry is swiftly pivoting to SaaS-based cloud platforms. VantageARGUS CV stands at the forefront of this evolution, not just adapting, but defining the future.

As agencies prioritize enhancing traffic corridors, our platform delivers immediate ROI, equipping them for tomorrow's traffic and safety challenges.

Engage with our experts today and begin your transformative journey towards drastically reduced travel times, increased traffic flow and the deployment of life-saving connected vehicle applications with confidence.



## VantageARGUS CV™

The Future of Connected Vehicle and Travel-time Analytics

## About Iteris - The global leader in smart mobility infrastructure management

Iteris' ClearMobility Platform facilitates frictionless interoperability, provisioning, and management of customer-focused ITS solutions that include advanced physical sensors, software applications and specialized services.



### Services

Iteris offers planning and consulting services, business process outsourcing services, and end-to-end solutions delivered as managed services.



### Sensors

Iteris offers a comprehensive suite of detection solutions including video, radar, and hybrid technologies that are fully compatible, and field proven with all controller types and all adaptive traffic control methodologies.

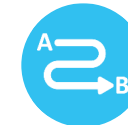


### Software

Iteris software solutions deliver mobility intelligence, signal, arterial and highway performance measures, traveler information services, turning movement count data, as well as multimodal data



The most comprehensive travel-time and speed system available



Origin-destination reporting to monitor traffic flow patterns and driver behavior



RSU monitoring and full-spectrum V2X message visualization

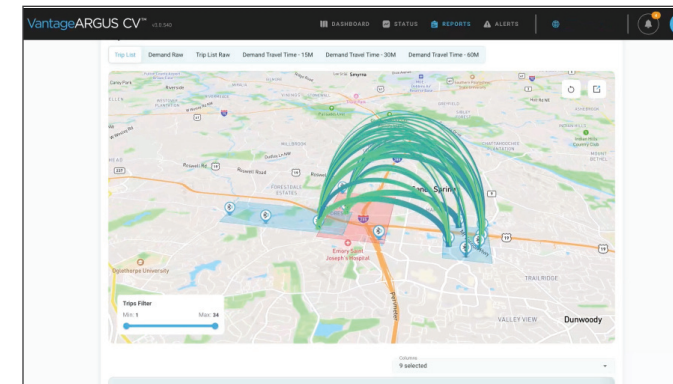
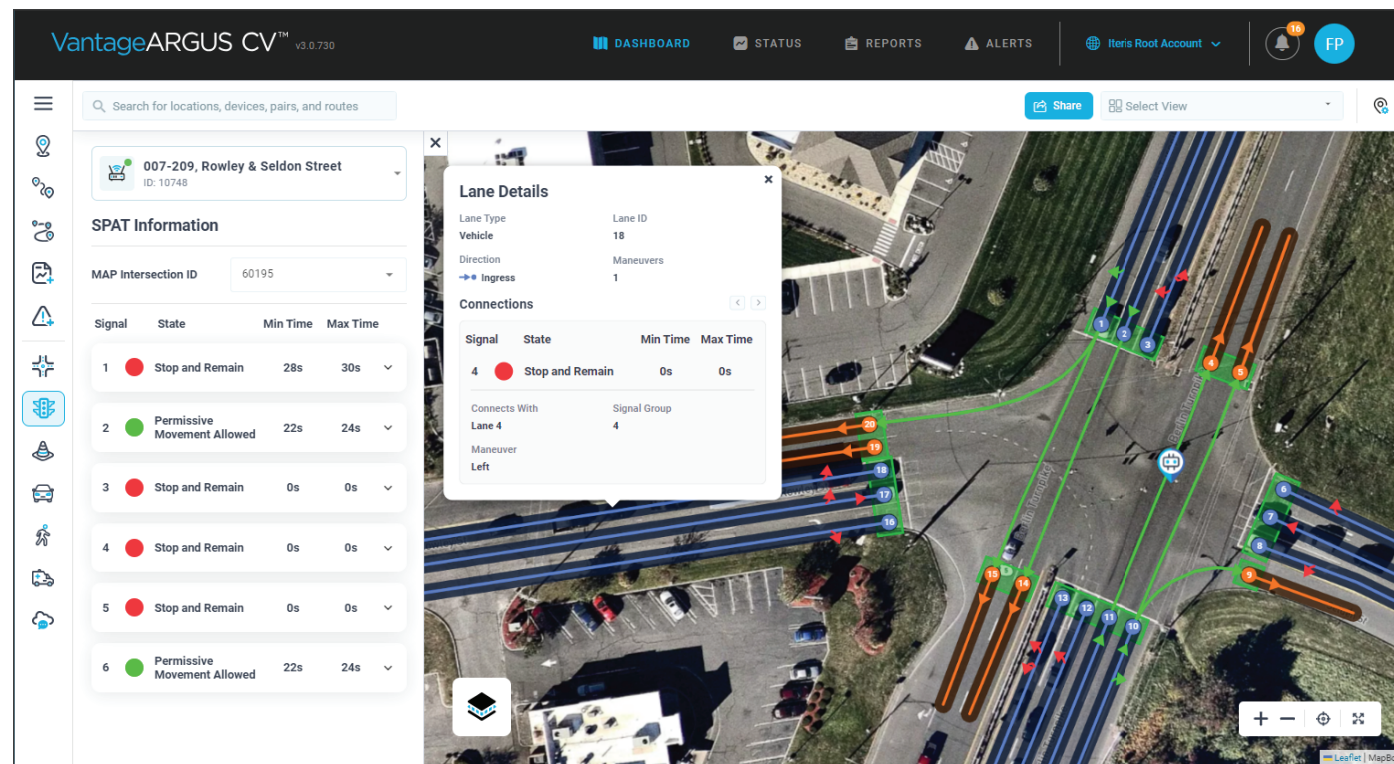
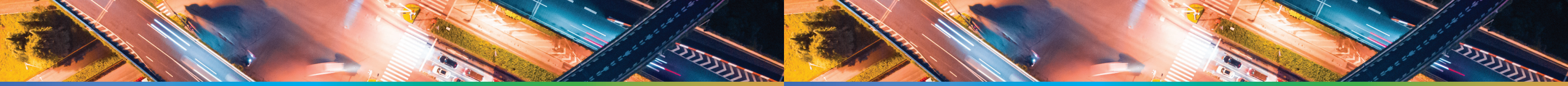
As roads become busier, the quest for smoother traffic flows and enhanced safety intensifies. VantageARGUS CV™, previously known as BlueARGUS, not only answers this call but paves the way for the future of traffic management. This software suite is designed for transportation professionals eager to harness the full potential of connected vehicle (CV) applications and travel-time data.

### Why Choose VantageARGUS CV?

At its core, VantageARGUS CV serves as a robust congestion management solution, but its capabilities stretch far beyond that and empower agencies to implement CV applications.

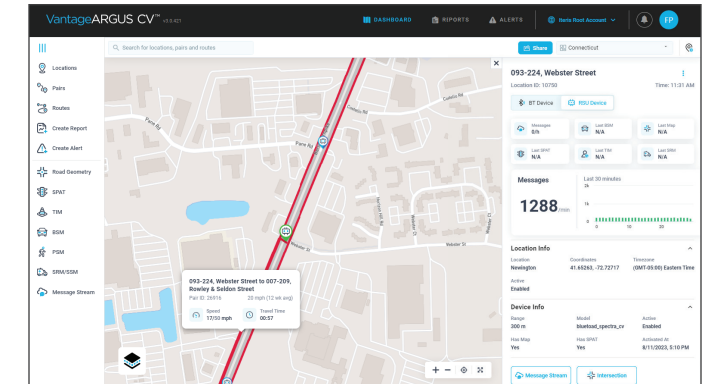
Mar 2024 Rev 3





### Origin-Destination Studies

The Origin-Destination (O-D) feature provides agencies with in-depth traffic flow and driver behavior data, detailing entire trip sequences and events to enhance traffic control, optimize signals and improve congestion management across designated zones.

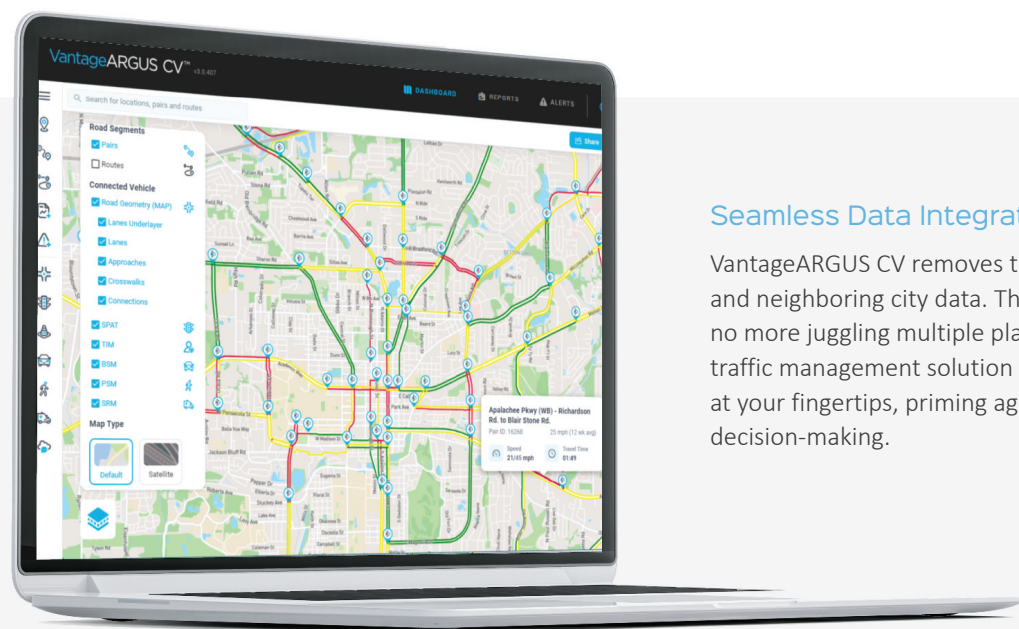


### Comprehensive Monitoring & Analytics

Dive deep into metrics with an interactive and intuitive dashboard. Monitor BlueTOAD® device uptime status, travel-time routes and speed patterns for optimized traffic flows. This granular insight allows agencies to plan better, act faster, and ensure smarter, safer cities.

### A Foundation for CV Applications:

This isn't just another traffic management tool – it's a platform for launching CV applications. Whether you're ready to deploy CV applications now or looking to future-proof your operations, VantageARGUS CV provides the necessary foundation. Real-time insights into multiple V2X messages (SPaT, MAP, PSM, etc.), automated location reporting for all road users, and a unified view of travel time and CV data ensure agencies remain at the cutting edge of CV technology.



### Seamless Data Integration & Visualization

VantageARGUS CV removes the barriers between statewide and neighboring city data. This unified approach means no more juggling multiple platforms. The result is a holistic traffic management solution with all necessary traffic data at your fingertips, priming agencies for intuitive cross-border decision-making.

### Central to Our Turnkey CV Solution

VantageARGUS CV is an integral element within Iteris' Vantage CV™ solution. Harmoniously uniting traffic detection, C-V2X, VantageARGUS CV and CV safety applications, it presents a forward-thinking strategy for modern traffic management.

