



# 5GAA MEMBERS INNOVATIONS

## CONTACT

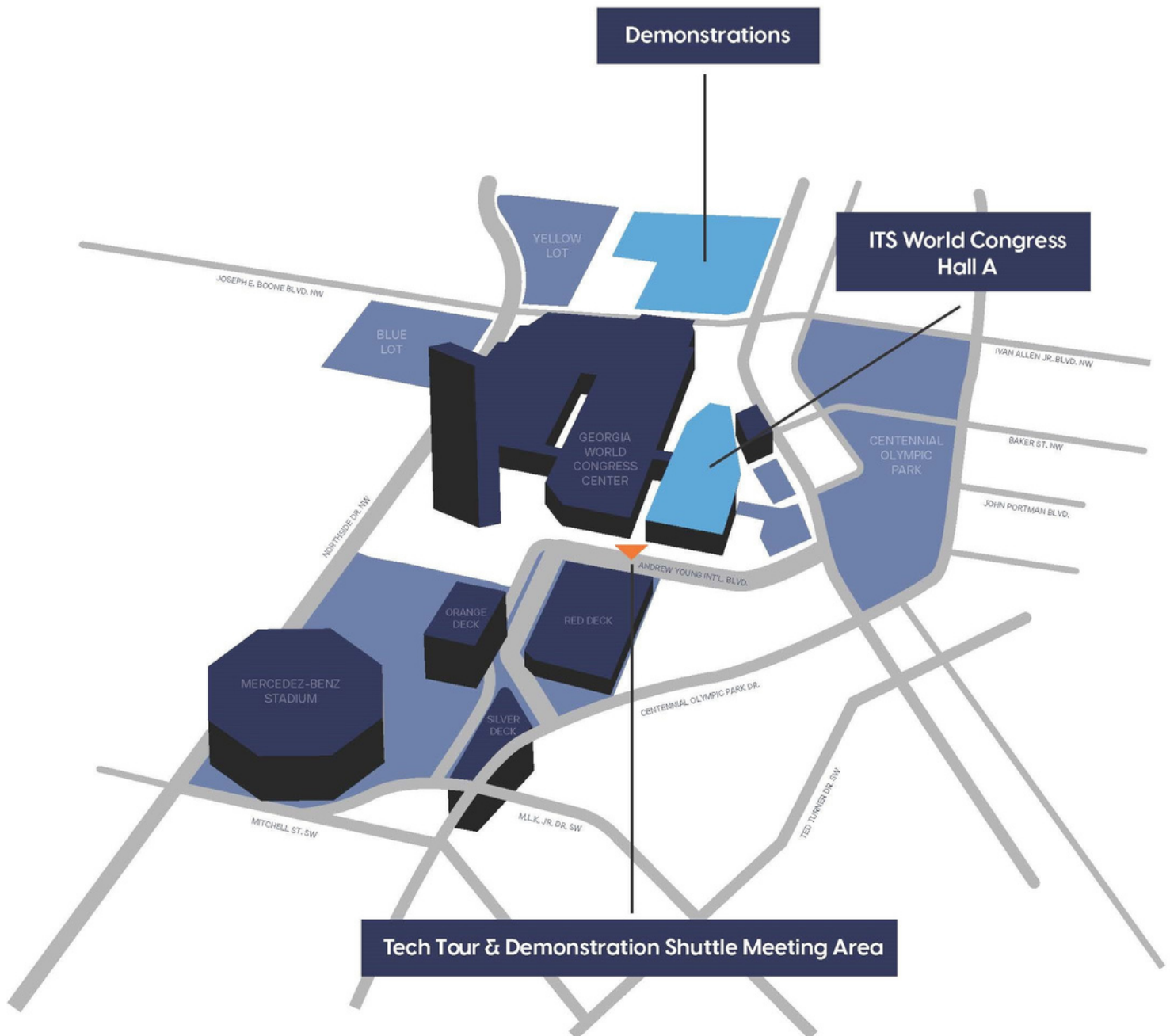
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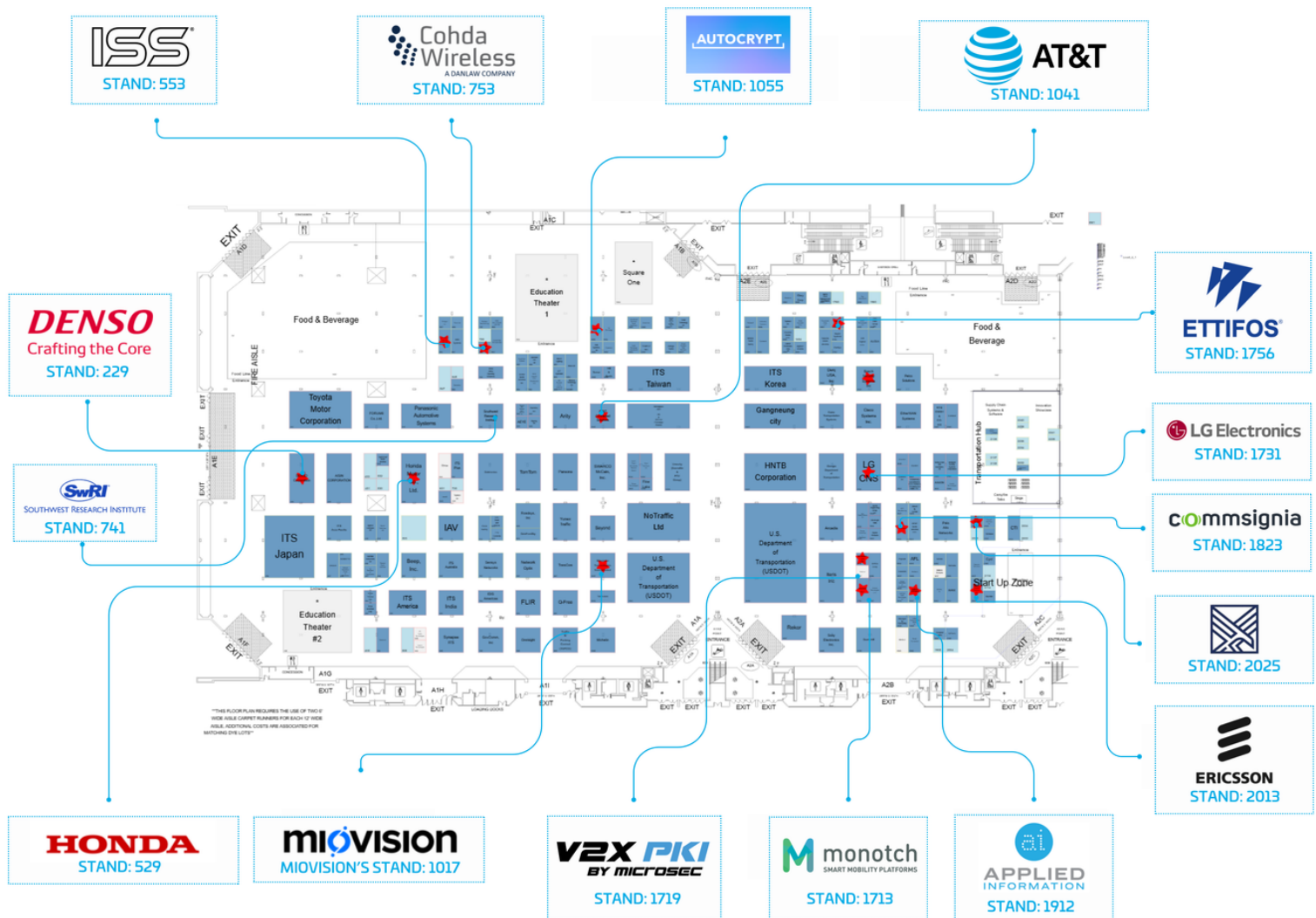
# NAVIGATE THROUGH THE ITS WORLD CONGRESS 2025



# MEMBERS INNOVATIONS - EXHIBITION

Welcome!

Get ready to embark on an in-depth exploration of the extraordinary innovations that 5GAA members will showcase at the ITS World Congress 2025 in Atlanta, US.



# PROGRAMME HIGHLIGHTS

## 5GAA MEMBERS 24-28 AUGUST

| Date & Time                | Session                                                                                          | Who's in from 5GAA?                                                                                                                             |
|----------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Aug 24<br>9.00 - 10.00 AM  | SIS01: From Awareness to Action:<br>Advancing VRU Safety Through<br>Technology                   | Miovision (Thomas Bauer)                                                                                                                        |
| Aug 24<br>10.15 - 11.15 AM | SIS08: Practical Use of Production<br>Grade Connected Vehicles in the<br>US and Europe           | Audi (Brad Stertz), Commsignia<br>(Laszlo Virag & Eric Raamot)                                                                                  |
| Aug 24<br>1.00 - 2.30 PM   | SIS12: V2X for Two-Wheelers:<br>Safety in Motion                                                 | Cohda Wireless (Paul Gray & Andrea Ash),<br>Qualcomm (Jeffrey Fefer), Honda Motor<br>(Toshiyuki Asami), Christian Cosyns<br>(Robert Bosch GmbH) |
| Aug 24<br>4.00 - 5.30 PM   | Strategy of V2X communication in<br>Automated Vehicle                                            | Audi (Brad Stertz)                                                                                                                              |
| Aug 25<br>8.00 - 9.30 AM   | IF1: Protecting Vulnerable Road<br>Users                                                         | Qualcomm (Jim Misener)                                                                                                                          |
| Aug 25<br>8.00 - 9.30 AM   | PS14: Networked, C-V2X, MEC<br>and MEC-Less V2X<br>Communications                                | Miovision (Jingtao Ma)                                                                                                                          |
| Aug 25<br>3.00 - 4.30 PM   | IF2: Next-Generation Traffic<br>Management and CCAM<br>Integration                               | DENSO (Tim Leinmueller), Monotch<br>(Menno Malta)                                                                                               |
| Aug 26<br>10.00 - 11.30 AM | SIS42: Improving Vulnerable Road<br>Users Safety through Connected<br>Intelligence               | Audi (Brad Stertz), Qualcomm (Jim<br>Misener, Ralf Weber), DEKRA<br>(Fernando Rodriguez Pons)                                                   |
| Aug 26<br>10.00 - 11.30 AM | SIS43: V2X / C-ITS for Vehicles &<br>Micromobility                                               | Honda (Hikaru Tsukamoto), Volkswagen<br>AG (Jannis Fritz), Qualcomm (Ram Shallom)                                                               |
| Aug 26<br>1.00 - 2.30 PM   | SIS45: Navigating the Crossroads:<br>Can the Future of Work Zone Data<br>Live Up to Its Promise? | Verizon (James Kim)                                                                                                                             |

# PROGRAMME HIGHLIGHTS

## 5GAA MEMBERS 24-28 AUGUST

| Date & Time                | Session                                                                                               | Who's in from 5GAA?                                                                                                                               |
|----------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Aug 26<br>1.00 - 2.30 PM   | SIS61: Connectivity and Cooperative ITS - Harmonization for Deployment                                | Cohda Wireless (Paul Gray)                                                                                                                        |
| Aug 26<br>1.00 - 2.30 PM   | The Road Ahead: Navigating Intelligent Transportation Challenges & Solutions                          | AT&T Connected Solutions (Andrew Hebert & Usman Zafar)                                                                                            |
| Aug 26<br>3.00 - 4.30 PM   | STS07: Live Enactment of Future Mobility: An Immersive Experience in Truly Cooperative Transportation | DENSO (Tim Leinmueller)                                                                                                                           |
| Aug 27<br>10.00 - 11.30 AM | Plenary 2: Realizing Growth through Secure and Interoperable ITS                                      | Verizon (Michelle Quadt), Miovision (Kurtis McBride)                                                                                              |
| Aug 27<br>1.00 - 2.30 PM   | SIS57: 5G Empowering Tomorrow's Mobility                                                              | DENSO (Tim Leinmueller), Verizon (Jyoti Sharma), Audi (Brad Stertz), Qualcomm (Jim Misener), Cohda Wireless (Paul Gray), Continental (Robert Gee) |
| Aug 27<br>1.00 - 2.30 PM   | USDOT: Infrastructure Readiness for a Cooperative ITS                                                 | Verizon (James Kim), Commsignia (Laszlo Virag)                                                                                                    |
| Aug 27<br>3.00 - 4.30 PM   | IF8: C-ITS & Collective Perception for Safe, Efficient, and Automated Urban Mobility                  | Cohda Wireless (Paul Gray)                                                                                                                        |
| Aug 27<br>3.00 - 4.30 PM   | PS29: CAV Application - Deployments and Pabots Examples                                               | Qualcomm (Jeffrey Fefer)                                                                                                                          |
| Aug 28<br>8.00 - 9.30 AM   | SIS65: Aftermarket V2X Devices: Blazing a Trail to Full V2X Deployment                                | Ettifos (Jane Lee), Qualcomm (Jim Misener), U-M Transportation Research Institute (Debra Bezzina)                                                 |
| Aug 28<br>10.00 - 11.30 AM | SIS70: V2X Consumer Value Propositions: A Rational For Ecosystem Creation and Adoption                | U-M Transportation Research Institute (Henry Liu)                                                                                                 |

# COME & VISIT OUR MEMBERS

## AT&T CONNECTED SOLUTIONS

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**STAND: 1041**

AT&T Connected Solutions will help you dream bigger, run smarter, and bring the possibilities of IoT solutions to life. IoT data is key to your business's success, so don't trust your connectivity to just anyone. Enable real-time decision making that cuts costs and optimizes workflows when you connect people, devices, applications, and more to their highly secure, reliable network.



## WHY VISIT THEIR STAND

Visit AT&T Connected Solutions and learn how IoT Video Intelligence streamlines video data for top tier security while cutting costs, improving safety with live streaming video, anywhere.

# ERICSSON ENTERPRISE WIRELESS SOLUTIONS, INC. FKA CRADLEPOINT, INC.



## STAND: 2013

Discover Ericsson's cutting-edge 5G and LTE solutions that provide reliable, scalable connectivity for seamless transportation operations and real-time communication. Our secure Net Cloud SASE and zero trust architecture protect networks from cyber threats, ensuring safety and integrity. Leveraging AI-driven advanced network analytics, Ericsson optimises performance and supports smarter transportation management. Our adaptable solutions evolve with technological demands, driving innovation in intelligent transportation systems. Partner with Ericsson to build an integrated ecosystem that advances smart city and transportation initiatives with ease.



# ERICSSON

## WHY VISIT THEIR STAND

Ericsson Cradlepoint is empowering intelligent transportation through seamless connectivity and advanced security. Combined with Ericsson's NetCloud Service, our ruggedised 5G routers are designed and engineered to support today's smart devices to streamline operations and increase efficiency.

# QUALCOMM TECHNOLOGIES, INC., & AUDI-VOLKSWAGEN GROUP

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## Demonstration: Day One Deployment District

Qualcomm Technologies, Inc., Spoke, and Audi-Volkswagen Group are joining forces to show how communications between cars and bikes are a reality today. Utilising the V2X Day One Deployment District environment established by Georgia DOT in the heart of Atlanta, the three companies are running an initial application of VRU2X™, which leverages Qualcomm's industry-leading chipsets and Snapdragon Car-to-Cloud platform to enable cars to see bikes and bikes to see cars. This new level of awareness allows vehicles to anticipate and respond to cyclists sooner, even when the other road user is beyond line of sight.

Built for both two and four wheels, VRU2X™ is designed to help reduce crashes and enhance safety on roads everywhere. The Audi-VW participation in the demonstrations illustrates how leading automotive brands can bring this capability to drivers and riders alike, scaling its impact across global markets. This initial deployment will also give greater awareness of pedestrians in the traffic environment for greater motorists and integrated vehicle system awareness.



## WHY VISIT THEIR DEMONSTRATION

The demonstrations will be held on an invite-only basis, giving selected attendees the chance to experience first-hand how Qualcomm, Spoke, and Audi-VW Group are working together to create safer, more connected journeys for all.

# VERIZON

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## Demonstration: Day One Deployment District

Verizon is enabling two demonstrations at the Day One Deployment District - a live, operational V2X environment built on GDOT's (Georgia Department of Transportation) infrastructure in downtown Atlanta. Both demonstrations showcase Verizon's Edge Transportation Exchange Network V2X Platform:

- The demonstration with the USDOT will highlight vulnerable road user alerts and traveller information messages with a focus on work zone, variable speed limit, and weather alerts.
- In partnership with Raven Connected and ESRI, Verizon will enable work zone alerts detected by, and delivered to, test vehicles equipped with Raven Connected OBUs and embedded smart cameras and computer vision.



## INTERACTIVE MAP FOR DAY ONE DEPLOYMENT DISTRICT



# DENSO CORPORATION

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## STAND: 229

At their stand, DENSO will showcase their V2X, RSU and OBU, products, including MobiQ, a smart mobility brand with a rich history of automotive connectivity know-how, decades of V2X experience, and the proven ability to deliver customised solutions which lead to the safe and efficient movement of people and goods. MobiQ's goal is to enhance quality of life through improved safety, mobility, and CO2 reduction.

Globally headquartered in Kariya, Japan, DENSO is a \$47.9 billion leading mobility supplier that develops advanced technology and components for nearly every vehicle make and model on the road today. The company's 158,000 global employees are paving the way to a mobility future that improves lives, eliminates traffic accidents, and preserves the environment.

Find out more: [www.denso.com/global/en/](http://www.denso.com/global/en/).

***DENSO***  
Crafting the Core

## WHY VISIT THE STAND

DENSO aims to be an inspiring company that creates a brighter future for all people through its commitment to being "Green" and creating "Peace of Mind".

# HARMAN AUTOMOTIVE

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## MIOVISION'S STAND: 1017

Hosted by Miovision, HARMAN Automotive will showcase Ready Aware, a V2N-based SaaS offering which provides drivers with contextual insights on road traffic and weather conditions beyond line of sight.



## WHY VISIT THE STAND

See how HARMAN's Ready Aware cloud service integrates with Miovision's intelligent traffic infrastructure to deliver predictive intersection-level insights to vehicles. Don't miss the chance to see how Ready Aware provides contextual traffic light insights directly to the driver, improving safety, reducing stress, and optimizing driving efficiencies.

# LG ELECTRONICS

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## STAND: 1731

In collaboration with USDOT and LEIDOS, LG Electronics plans to demonstrate an emergency vehicle use case integrating V2X and V2N2X technologies. Additionally, in LG Electronics' dedicated demo space, they will present several advanced V2X use cases, including V2N2X applications and infrastructure-cooperative scenarios utilising high-precision object detection sensors (camera).

These solutions will be showcased both at the booth and through an interactive demonstration and experience program in the outdoor demo area.



## WHY VISIT THE STAND

Visit LG Electronics to discover the commercial-grade solution capable of passing the Euro NCAP V2X/V2N2X evaluation criteria, highlighting its readiness for real-world deployment.

# APPLIED INFORMATION



## STAND: 1912

Applied Information is transforming the traffic industry by using Internet of Things technology to make school zones safer for students. At its booth, Applied Information will showcase the Glance ® technology, which provides hardware, software, communications, cloud computing and cutting-edge connected vehicle applications in one easy-to-use solution.

Moreover, they will be providing indoor and outdoor demonstrations of C-V2X technology at the iATL (Infrastructure-Automotive Technology Laboratory) Tech Tour. Taking place on Sunday, August 24th from 9:00 AM - 12:00 PM, participants will take a shuttle from the Georgia World Congress Center to the iATL in Alpharetta. Participants in the roadway demonstrations will experience connected vehicle applications, including school zone safety alerts, school bus alerts and warnings, work truck alerts, pedestrian in crosswalk alerts, red light running warnings, and “get ready for green” notifications.

Separate registration is mandatory to attend Tech Tour!

Find out more [here](#).

# COHDA WIRELESS

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## STAND: 753

Since 2004, Cohda Wireless has been a leader in Connected Vehicle solutions, enabling communication between vehicles, infrastructure, and pedestrians (V2X). This includes Vehicle-to-Vehicle (V2V), Vehicle-to-Infrastructure (V2I), and Vehicle-to-Pedestrian (V2P) connections, helping prevent accidents, reduce congestion, and improve efficiency in ITS, Smart City, and Mining applications. In 2024, Cohda became part of the Danlaw Group, combining expertise to accelerate advancements in connected vehicle safety, smart city solutions, and mine site safety

Their stand will highlight their [MK6 OBU & RSU products](#).

# c(0)mmsignia

# COMMSIGNIA

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## STAND: 1823

Commsignia develops end-to-end V2X solutions to enable the latest smart city deployments and autonomous vehicle functions with its state-of-the-art sensor data sharing middleware and applications. The company supplies OBU and RSU systems as well as OEM integrated software to support functions related to V2X Connectivity, Security and Applications helping build the next generation of autonomous vehicles and smart mobility ecosystems that will make driving safer while reducing congestion and lowering emissions.

Commsignia will showcase C-V2X and 5G technologies through use cases that create value for its customers now, and a roadmap for achieving US goals in the C-ITS domain.

# ETTIFOS

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**STAND: 1756**



Ettifos is a V2X solution provider focused on enabling the most advanced smart city and infrastructure deployments, and level 4+ autonomous driving. They supply innovative, customizable, and versatile OBU and RSU systems tailored to their customer's specific project and service requirements. Particularly, connected mobility communication, applications in autonomous driving, and connected mobility-related data services. Their vision is to connect all entities in motion, creating a world with no accidents, net-zero emissions, and reliable autonomous vehicles for everyone.

At their stand, Ettifos will be showcasing their [C-V2X OBUs and RSUs](#), alongside [V2X-AIR](#), their compact, high-performance aftermarket V2X device (AVD).



## INTEGRITY SECURITY SERVICES LLC

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**STAND: 553**

ISS delivers comprehensive end-to-end embedded cybersecurity solutions for OEMs and suppliers driving the future of connected vehicles and smart transportation systems.

In partnership with the Georgia Dept. of Transportation, they will offer a live demo experience to showcase their cybersecurity solutions for DOTs and OEMs, including Direct V2X broadcast capabilities as well as new powerful interoperability for Network V2N services. The demo will consist of a 10 min ride-along immediately surrounding the Georgia World Congress Center and will feature narration and app-based experience. Interested attendees can schedule a private ride-along demo by visiting the ISS booth or at the designated pick-up within the ITS Demo Area.

## STAND: 1017

[Miovision](#) will showcase the in-vehicle Miovision Connected Vehicle and VRU Alert demonstration, including the Personal Signal Assistant®, Green Light Optimized Speed Advisory (GLOSA) and Vulnerable Road User (VRU) Alert via a mobile app. Using the video detection capabilities of the Miovision Core DCM with Smartview, VRUs are detected within intersections, addressing safe and efficient operations and helping to prevent unsafe scenarios. Additionally, through direct connection with the traffic signal controller, SPAT messages are generated to support GLOSA information directly into a vehicle's dashboard or mobile device, enhancing situational awareness while driving.

In collaboration with HARMAN Automotive, Miovision will also showcase how to help navigate intersections and support safe driving experiences with [HARMAN Ready Aware](#), a new vehicle-to-network (V2N) based SaaS solution delivering contextual and intelligent alerts like time to green and red-light assist.

## STAND: 1713

Founded in 2015, Monotch is an international leader in the smart mobility market. As the cornerstone of smart mobility, they provide the foundational platform for digital infrastructure and connected mobility through their [Traffic Live Exchange Platform \(TLEX®\)](#). They implement their solutions worldwide, ensuring they seamlessly integrate into existing traffic systems to enable real-time data exchange and interoperability. Committed to innovation, Monotch develops secure, efficient, and sustainable solutions that not only support but actively drive the future of smart mobility across the globe.

**STAND: 1719**

Microsec provides audited, standards-compliant V2X PKI solutions backed by 40 years of IT security expertise. They support deployments in North America with a CAMP and IEEE 1609.2.1-compliant [SCMS](#), and in Europe with a [CCMS](#) aligned with ETSI and EU C-ITS. Their solutions ensure trust, security, and interoperability via PKI certificates used for digital signatures that guarantee message authenticity and integrity. Trusted by Germany's Die Autobahn and interoperable with Volkswagen Group vehicles, Microsec brings real-world, large-scale deployment experience to partners looking to secure their V2X implementations.

## **TRANSPORTATION RESEARCH INSTITUTE**

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### **Location: GWCC Marshalling Yard**

Alongside its partner Leidos, the U-M Transportation Research Institute (UMTRI) will showcase how connected and automated vehicles (CAVs) can leverage C-V2X to enhance safety and awareness.

In this demonstration, the UMTRI CAV receives a sensor data sharing message (SDSM) from the Leidos Cooperative Perception system equipped to the roadside infrastructure. The vehicle interprets vulnerable road user (VRU) information and yields appropriately.

This demonstration illustrates the potential for these systems to support real-time decision-making in complex traffic environments.

Find out more [here](#).

# CONNECTED MOBILITY FOR PEOPLE, VEHICLES, AND TRANSPORT INFRASTRUCTURE

**The 5G Automotive Association (5GAA) is a global coalition of automotive, technology and telecommunications companies driving the deployment of smarter, safer, and more sustainable mobility and transportation services.**

5GAA actively promotes the adoption of C-V2X (or cellular vehicle-to-everything) as the critical technology to deliver full connectivity and be a disruptive force in the automotive market.

Quickly evolving in Europe, the US, China and Japan, C-V2X is already revolutionising the mobility ecosystem and how drivers interact with the world.

It provides real-time, highly reliable, and actionable information flows to improve the overall transport experience for vehicles, road users, and the surrounding infrastructure.

115+

Members in  
2025

10

of the top  
15 automakers

8

of the top 10  
mobile operators

2

2 top smartphone  
vendors





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