



January 12, 2012

MS SEDCO  
Attn: Will Gudgel, President  
8701 Castle Park Drive  
Indianapolis, IN 46256

Dear Will,

As the leading voice for the use of smart technology to address the United States' transportation challenges, the Intelligent Transportation Society of America is pleased to present MS Sedco with the ITS America *Smart Solution Spotlight* award for the development of "Intersector."

We applaud you for the development of innovative technology that will make street crossings safer for cyclists and motorists. The "Intersector" initiative is exactly the kind of innovative project ITS America hopes to see emulated around the United States.

The caliber of your work in this project displays the level of quality we seek in our membership of 400+ public agencies, private corporations and academic institutions involved in the research, development and deployment of ITS technologies. By joining ITS America, the leader in advocacy of ITS, your membership will help to mobilize our collective strength into a powerful voice for both the ITS America and the industry. I have enclosed a membership packet for your review.

I have included your ITS America Smart Solution Spotlight award certificate and a copy of the E&E article, "Intersector, a Traffic Control Device, Keeps an Eye Out for Bikes."

Please let me know if ITS America can be of assistance to you and your organization. Keep up the excellent work!

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Belcher", written over a horizontal line.

Scott F. Belcher  
President and CEO  
ITS America



# ITS America Smart Solution Spotlight

*presented to*

## MS Sedco

*in recognition of*

### Intersector

A traffic signal vehicle detection device that uses radar-like sensors to more easily detect bicycle traffic and make street crossings safer for cyclists and motorists.

Presented December 22, 2011 by the Intelligent Transportation Society of America

A handwritten signature in blue ink, appearing to read "Scott F. Belcher".

Scott F. Belcher, President and CEO