

## **LACROIX at ITS World Congress 2021 Experience Future Mobility Now**

**11-15 October 2021  
Hamburg, Germany**

The ITS World Congress is the most important international industry event in the field of Intelligent Transport Systems and Services (ITS).

From 11–15 October 2021, thought leaders, developers, entrepreneurs and decision makers from the transport, logistics and IT industries will meet at the Hamburg Congress Center and Hamburg Messe fair ground.

### **A unique and international event for LACROIX City connected technologies**

#### **PrioV2X**

- Bus priority system
- Autonomous shuttle management

#### **Road hazards**

- Connected VMS
- C-ITS Hazardous Notification
- Wildlife detection

#### **Bluevia**

- Travel time IoT and O/D matrix
- Dynamic lighting
- Parking guidance panels

During the event our experts will be available to show how our technologies can contribute to:

- Road and Vulnerable Safety
- Public Transportation Efficiency
- Traffic Regulation
- Environmental impact reduction

Convinced that technology should contribute to making our living environments simpler, more sustainable and safer, the industrial group LACROIX supports for 70 years its customers in the construction and management of intelligent living ecosystems, thanks to connected equipment and technologies. As a listed mid-cap company, we combine the agility that's essential to innovating in a constantly changing technological universe with the long-term vision to invest and build the future;

Through LACROIX City and our 6 European industrial sites and our 5 R&D centers, we help integrators and cities to transform roads into a safe, attractive and a shared space for all in 35 countries around the world.

Our equipment, includes the latest innovations and professional expertise to create the open, interoperable ecosystems of the city. Our systems are based on the latest technologies : V2X, 5G, AI, I-IoT.

Contact presse

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### **About City activity of LACROIX**

As an expert in technological equipment and industrial IoT (Internet of Things) solutions for Smart mobility, LACROIX's City activity provides complete and simple solutions to optimize and digitalize cities and territories. Its expertise is based on 3 pillars: road safety, traffic management and intelligent lighting.

With its 6 European industrial production sites and 6 international subsidiaries, the activity supports public and private authorities in transforming roads into a fluid, safe and sustainable living space, thanks to its Smart Street and Smart Road solutions. With more than 600 employees, the activity achieved a turnover of 98 million euros in 2020.

Through its Environment activity, LACROIX also offers connected and secure solutions for the management and control of water and energy infrastructures.

And through its Electronics activity, LACROIX is also a specialist in the design and manufacture of electronic equipment, IoT and AI solutions.

A listed family-owned company with a turnover of €441M in 2020, LACROIX works with its customers and partners to bridge the gap between today's world and tomorrow's world. Its ambition is to help them build the industry of the future and benefit from the innovation opportunities that surround them, by providing them with the equipment and solutions for a smarter world.