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### **Traffic Systems Inc hires Peter Hellermann Director, Business Development and Strategic Planning**

Bay Shore, New York: Traffic Systems, Inc. (TSI) today announced the addition of Peter Hellermann to its Bay Shore NY headquarters staff, in the position of Director, Business Development and Strategic Planning.

Traffic Systems, Inc. (TSI) has steadily grown its core traffic management business into related ITS integration (Intelligent Transportation Systems) by embracing innovative new technologies such as wireless vehicle detection systems, GPS based signal pre-emption and advanced cellular communications. Peter's primary focus in this position is to commercialize additional new technologies and help further expand TSI's Traffic Management and ITS systems deployments across its growing customer base.

Peter brings extensive ITS experience to TSI including free flow Electronic Toll Collection, Traffic Management and Traffic/Transit Traveler Information Systems. He previously held Business Development positions at Cubic, Intrans Group and Telephonics, where he worked with the largest toll road and transit operators in the Northeast and across the U.S. With both a technical and business background, Peter has successfully brought many new products and systems to market, and has expanded companies by diversifying into new markets and businesses. He was also a founding member of ITS-NY, having served as Corporate Secretary and Member of the Board of Directors.

“As our traffic signalization business grew, we found numerous emerging technologies and products that could solve customer problems better than current equipment,” said Richard Marsanico Jr., Vice President Traffic Systems, Inc. “In addition, we see applications of these new systems and solutions beyond our traditional municipal customers, at private operators and facilities. But we need to grow our business in a strategic, well managed process that ensures we maintain the high levels of service and support quality our customers expect from us. New staff additions like Peter will help us make that happen.”

## About Traffic Systems, Inc.

In business for over two decades, Traffic Systems, Inc. provides Traffic Management and ITS systems in the New York/Tri-State area and New England. TSI specializes in Traffic Signalization and Pre-emption, Congestion Management, Travel Time, CCTV, Road Weather Information Systems, vehicle detection, cellular and broadband data communications systems. TSI is a distributor of Traffic Management hardware and software products, and has Program Management, design, fabrication, assembly, test and warehouse operations. Its technical staff includes licensed Professional Engineers, System Engineers, Estimators, Project Managers, Field Service, Customer Support, Production and Quality Control personnel. TSI has facilities in Bay Shore, NY, Clifton Park, NY, Hamburg, NJ, and Greenville, RI.