

Press Release

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ITS Now announce the winners in the 2025 @ITSNow Innovation Awards

ITS Now are delighted to announce the winners of this year's ITS Now Innovation Awards, which were judged at the 2025 Traffex Exhibition. As well as looking out for innovative features in products related to the Intelligent Transport Systems (ITS) sector, a key element to the judging was the environmental benefits that the equipment or system would have. These days, a myriad of technologies are used to manage and operate our road network, and with the digitisation of mobility which is gaining momentum, this will become an even more intrinsic and ubiquitous element of moving goods and passengers from A to B!

The winner of the 2025 @ITS Now Innovation Award is - AGD – AGD352 Multilane Radar. The AGD352 is a game changer for above ground detection technologies. Although it is badged as a

'multilane' radar, it boasts 110° of coverage, which means that a single unit can normally be used to cover two full approaches. It includes accurate tracking and with its advanced filtering is suitable for busy urban environments. In addition, the unit is future proofed for developing standards in the UK. These advances result in a far more comprehensive detection capability, and instead of maybe requiring multiple radars for each approach, it is feasible that many signalised cross-road type installations might only need two for the entire junction.

2nd Place – Yunex Traffic – Yuttraffic awareAI. This is basically a whole detection platform which is set to revolutionise how we approach data acquisition for traffic systems. awareAI uses up to ten simple HD cameras with a 4U processor unit mounted in the controller cabinet, where edge processing is used to provide detection events to the host controller via volt-free contacts. The exciting feature of this device is that it promises to add a level of capability for active transport modes which is increasingly important. This system also produces a huge range of data metrics, as standard, so it will be a highly useful tool for traffic engineers.

3rd Place – Innovation Factory – Detercam AI. These small, battery powered camera units capture activity within a 60m distance and using edge processing onboard the unit, can provide an audible and flashing light deterrent for a number of different scenarios. The units are also equipped with 4G communications to allow remote viewing of captured events. The units can be set up to deter animals, such as deer (or elephants!) from straying onto roads/ railways or to tackle other issues, such as graffiti or metal theft.

Congratulations to our winners of the 2025 @ITSNow Innovation Award - AGD for the AGD352 Multi-lane Radar!

To find out more, see the full episode on the @ITSNow YouTube Channel at:
<https://youtu.be/3cknKzleJNl>

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Notes to Editors

ITS Now - Intelligent Transport Systems, explained.

Bio

Alistair Gollop is the Founder of **ITS Now** which exists to promote best practice and professional development within the Intelligent Transport Systems (ITS) sector. **ITS Now** originates resources ranging from videos, reference books and guidance documents through to **ITS Edge Magazine**, informative references and educational content.

Alistair is a recognised Intelligent Transport Systems industry figure with over 30 years in-depth experience, resulting in an extensive specialist knowledge of traffic systems. He is a freelance consultant at **The Alistair Gollop ITS & Traffic Signal Consultancy** (www.AlistairGollop.com) carrying out a wide range of Intelligent Transport Systems and Traffic Signal related consultancy services. A former Technical Principal at Mott MacDonald, he has particular experience in preliminary equipment assessments, due diligence reports, field trials and integration into traffic systems and has a detailed knowledge of specialist technologies and equipment, standards and statutory requirements, along with ancillary issues, such as passive safety and the implications these pose on

the design and management of traffic system installations. As well as the UK, Alistair has worked in diverse locations across Europe, South America, Africa, the Middle East, Asia and Australasia. He is the author of the well-respected "Traffic Signals" and "Traffic Control" books, along with "ITS Edge" Magazine and numerous articles for publications. In addition to presenting at conferences, he is a regular panellist and facilitator at events. As the Chair of the Professional Development Portfolio, he sits on the executive board of The Institute of Highway Engineers.

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