

Press Release

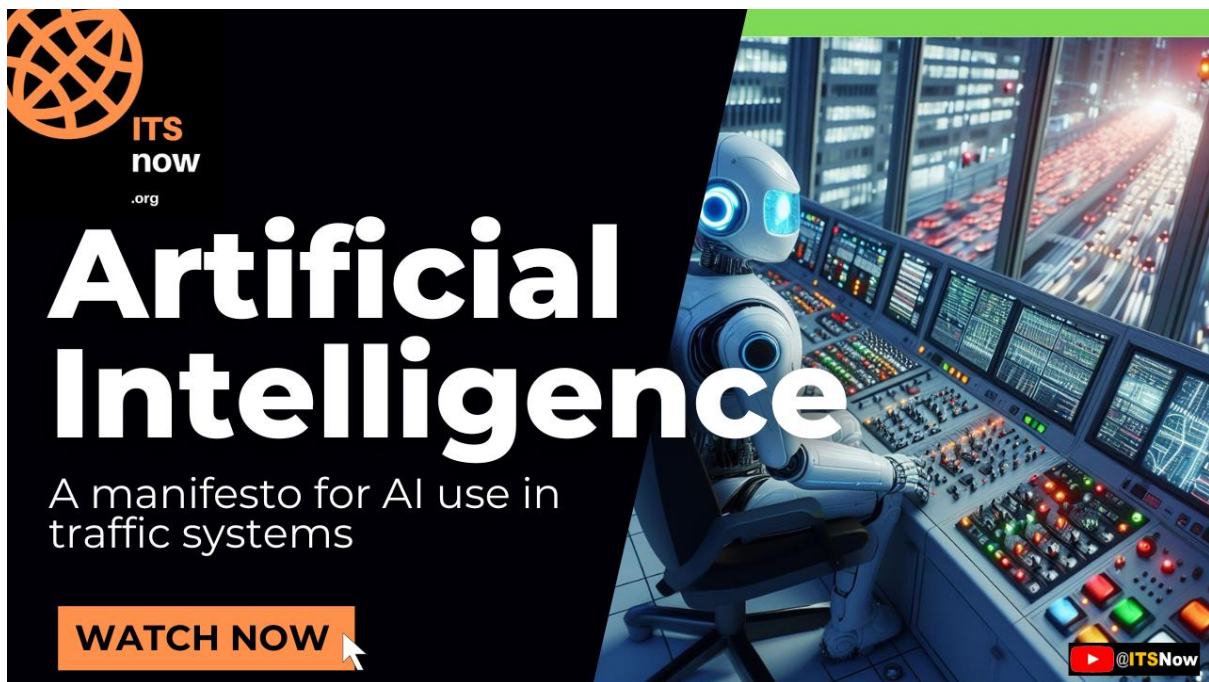
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Contact:

Alistair Gollop

alistair.gollop@itsnow.org | 07717 224 366 | [YouTube.com/@ITSNow](https://www.youtube.com/@ITSNow) | www.itsnow.org



Artificial Intelligence – A manifesto for AI use in Traffic systems

ITS Now have launched a manifesto to detail the strategies which need to be considered prior to deploying Artificial Intelligence (AI) features in traffic systems. Within the ITS sector, we have seen increasing use of AI in equipment and systems used for traffic management. However, at this point, their application is rather sporadic and lacks a cohesive approach to their use to achieve a strategic implementation. Artificial Intelligence (AI) has the potential to significantly enhance traffic management systems. By leveraging AI, we can look to tackle issues of skills shortages, improve safety and efficiency, provide environmental and financial benefits and to make the transition to using other emerging technologies across the transport and Smart Cities fronts far easier to integrate. However, care must be taken of the potential pitfalls for AI's use, and as an industry undertake a multi-faceted approach to explaining to the public, media and politicians how its use will provide benefits.

To read the manifesto, go to: <https://itsnow.org/article-ai.html> or view the associated episode on the [YouTube.com/@ITSNow](https://www.youtube.com/@ITSNow) channel at <https://youtu.be/6HVIN0zgmbQ?si=zJIC-vsyWdTnE8HN>

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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 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 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.

Online/Social Media

Website: <http://itsnow.org/>

YouTube: <https://www.youtube.com/@ITSNow>

LinkedIn: <https://www.linkedin.com/in/alistairgollop/>

Author page: <https://amazon.com/author/alistairgollop>

Threads: https://www.threads.net/@official_itsnow

X: <https://twitter.com/AlistairGollop>

Contact details

Telephone: +44 (0)7717 224 366

Email: alistair.gollop@itsnow.org