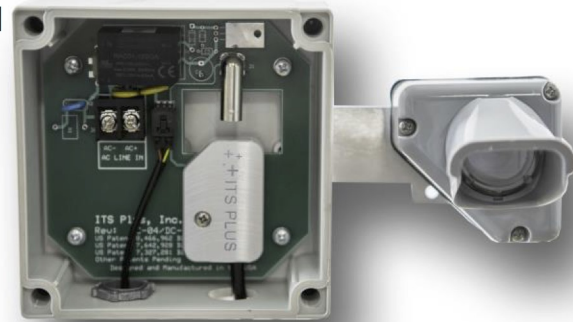# ITS PLUS
### INC.

# "Lightning Series" Analog/Digital Camera with OMT

- **Higher Performance** Than Traditional VIVDS Cameras
  - **OMT** Provides Thermal Camera Like Performance
  - **BNC Less Connector Option:** 15 Seconds to Install
  - **Advanced Surge Protection**
  - 20x Digital Zoom
  - "Never Clean" Lens
  - Rated to 140 mph
  - Superior Performance and Reliability
    - Keeps semiconductors 50F cooler
    - ISO9001:2000 Certification
    - Exceeds NEMA TS2 Cabinet Specifications
    - 3 Year Warranty
  - Lowest Power:  1.4 W
  - Lowest Weight:  2 lbs
  - **Interoperable With All Major VIVDS Suppliers**
  - **Total Cost of Ownership:  3x Less Than Traditional Cameras**



**Camera With BNC-less Connector**

## Analog and Digital Outputs Coupled with Optical Mask Technology (OMT)

ITS Plus' multi-patented 7th generation camera combines both analog and HD digital video outputs into a single device.  Designed to work with current analog VIVDS detection cards as well as ITS Plus's next generation digital VIVDS cards. It is one camera that does it all.

**Optical Mask Technology** blocks bright light sources (sun, vehicle hi beams, glare) while producing high contrast "edges" on moving vehicles.  Outperforms thermal cameras at every turn. The combination increases vehicle detection performance while improving ease of set up.
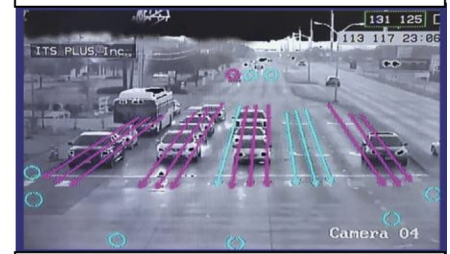
A BNC less connector system means cutting installation time in half.  The innovative camera architecture virtually eliminates the need for lens cleaning and re-alignment even under the harshest conditions.  Connector failure, power supply failure and water leakage are also virtually eliminated.

### Upgrade Your VIVDS System Simply by Upgrading Your Camera

The combination of a sharper single lens camera, "never clean" lens cover and OMT improves the performance of any VIVDS system.  Designed to be interoperable with all the major VIVDS suppliers an agency can upgrade the performance of their intersection by simply adding the ITS Plus camera. Applications include stop bar/advanced detection, speed, occupancy, vehicle/bicycle counting and adaptive control.



**Morning Glare Washing Out FOV**



**OMT Blocks the Glare From Sky/Sun While Generating "Edges" on the Vehicles**