	<b>보 도 자 료</b>		
배 포 일	2025. 2. 4. (화)	매 수	4매
담 당 부 서	국제협력실 장우림 주임(☎031-478-0457)		
배 포 부 서	전략기획팀 김영식 대리(☎031-478-0451)		
배 포 일 시	즉시 보도하여 주시기 바랍니다.		

## 한국지능형교통체계협회, 전 세계에 한국 ITS 우수기술과 성과를 전파...

- 한국지능형교통체계협회(회장 허청희, 이하 ‘ITS Korea’)는 지난 2월 3일(월), 약 4,800명의 해외 ITS 관계자(해외 정부기관, 협·단체, 민간기업 등)에게 첫 영문 뉴스레터를 배포하여 한국 ITS의 우수기술과 성과를 전 세계에 전파했다.
- 이번 영문 뉴스레터는 국내 ITS 소식, 회원사 소개 및 기술 동향 그리고 한국의 ITS 국제행사 소식이 담겨 있으며, 이를 통해 2024년 한국 ITS 발전 성과와 주요 이슈를 공유하였다.
- 국내 ITS 소식으로는 ▲C-ITS 통신 방식 단일화, ▲KOLAS 인증 평가 활동 등 한국 ITS 10대 뉴스를 통해 2024년의 주요 성과를 소개했으며,
- 회원사 소식으로는 2024년 해외 ITS 사업 수주에 적극적으로 나서고 있는 비트센싱(Bitsensing)과 라온로드(Raon Road)의 AI 교통기술\*을 소개하며, 해외 관계자들에게 한국 ITS 기술의 우수성을 전했다.

\* 비트센싱: 비전 기반 레이더 시스템, 교통 데이터 분석 솔루션 및 주요 성과 소개  
라온로드: AI 기반 교통 모니터링 및 영상분석 솔루션, 미래 비전·계획 소개

○ 또한, 2025년 수원 아태총회, 2026년 강릉 세계총회 소식을 공유하여 해외 ITS 관계자들이 한국 ITS 국제행사의 최신정보를 파악하고 참여할 수 있도록 안내했다.

- \* 수원총회: 논문 모집 및 등록 방법, 기술 시찰지 등 행사 세부 정보 안내
- 강릉총회: 강릉 도시정보센터 개관 및 행사 시찰지 계획 등 안내

□ ITS Korea 허청회 회장은 “이번 영문 뉴스레터 배포는 온라인 홍보를 강화하여 한국이 ITS 선도국임을 전 세계에 알리는 중요한 계기가 될 것”이라며, “AI와 디지털트윈 등 첨단 기술을 접목한 한국 ITS의 우수한 기술력과 미래 비전, 국제행사 소식을 널리 전파하여 해외 협력을 강화하고 국내 기업의 수출기회를 더욱 확대해 나가겠다.”고 밝혔다.

□ 아울러, “회원사 여러분께서도 이번 뉴스레터에 적극적인 관심을 가져주시고, 협회 회원사의 우수한 기술과 성과를 꾸준히 공유하여 한국 ITS 산업이 세계무대에서 더욱 빛날 수 있도록 함께 힘써 주시기를 당부드린다.”고 말했다.

ITS Korea Newsletter  
2025.01

Vol. 02

ITS Korea's Key Activities and Member Companies

ITS Korea is a leading professional organization representing South Korea in the field of Intelligent Transport Systems (ITS). Since its establishment in 1999, it has supported the advancement of policies, technologies, and industries while contributing to the activation of the national ITS ecosystem.

Leveraging its domestic and international networks, ITS Korea collaborates with member companies to promote ITS technology development, international standardization, and global market entry. By sharing the latest technology trends and market insights, the organization drives the growth of the ITS industry.

Through various international events held annually, ITS Korea showcases the excellence of Korean ITS technologies to the world and supports member companies in enhancing their competitiveness on the global stage.

Together with its members, ITS Korea is committed to leading the innovation of future transportation and creating a sustainable smart mobility environment.



ITS KOREA

<b>Standardization</b> • Road Standard Data Development • Support Standard Development • Disseminate and Maintain of Standard, Support Phase Driving Standard Development	<b>Standard Observance Verification &amp; Certification</b> • ITS Standard Conformity Assessment • ITS Testing / Inspection • ITS ID Allocation	<b>Performance Evaluation</b> • Inspection for Approval, Construction & Regular Inspection • Education, Public Relations, Training, Technology Exchange • Requirement, Technology, Method Development • Informative, Collection & Dissemination
<b>Project Consulting</b> • Project Action Plan • Project Planning, Contract Assist • Project Launching and Processing, Quality Control • Inspection for Completion	<b>Designated by MOLIT as National Organization for</b> • ITS Standard • ITS Standard Observance Verification • ITS Performance Evaluation • International Cooperation • C-ITS Pre-deployment • C-ITS Accelerator Organization for Standard Development • Member Center for Training and Assessment • Dedicated ITS Educational Institute • ITS Inspection Body	<b>R &amp; D</b> • Policy on Road and ITS • Grand Scale of National R&D • Research Evaluation, Investigation, Analysis
<b>Education</b> • Develop the Education Courses and Materials • Professional Instructors and Joint Education Programs • Manage Training Courses	<b>Overseas Business</b> • Business-Matching Research • Promote Korea ITS Technology • Domestic ITS Consulting • ITS Business Monitoring • ODA Project Development	<b>Global / Domestic Alliance</b> • International Cooperation with the ITS-Related Organization • Active Membership Company • Organize Domestic & International Conference

Member Companies of ITS Korea



- Honorary Chair Member : 1
- Audit Members : 2
- Board Members : 35
- General Members : 150
- Special Members : 78

\* Honorary Chair Member is included in General Members. (Click the image above for more details)

ITS Korea Top 10 News

We are delighted to share the accomplishments achieved by ITS Korea throughout 2024.



- ITS Korea Recognized as Best Training Institute for 3 Consecutive Years
- Selected as an Outstanding KS Standard Development Case for 3 Consecutive Years
- Leading C-ITS Technology Development and Interoperability Testing in Asia
- 10 Years of KOLAS-Accredited ITS Performance Testing
- Providing Job Experience in Transportation and ITS for Young Professionals
- Designated as Pre-Evaluation Institution for Innovative Products
- Advancing National R&D in Future Transportation Technology
- Establishing a Full-Scale Autonomous Driving Living Lab
- Global Expansion of Korea's ITS Technologies
- Publication of Korea's First Data-Based ITS Industry Report

Updates from ITS Korea Member Companies

bitsensing

bitsensing is a leader in radar technology, dedicated to creating safer, smarter, and more connected solutions for a wide range of industries. From cutting-edge automotive applications to smart infrastructure and healthcare, our innovations redefine what radar technology can achieve. By **Radar Reimagined**, we vision to bring "Radar Everywhere, Better Life with Radar," to integrate radar into everyday life, improving efficiency, safety, and sustainability.

bitsensing's approach is fueled by a combination of pioneering technology, deep industry expertise, and a relentless focus on quality. Expanding globally, bitsensing continues to deliver impactful solutions that meet the diverse needs of customers and partners. [\[Read More\]](#)



TraXight™ Achieves International Recognition at CES 2025



K-City Network Project: TraXight™ Implementation at Verona's Complex Gateway

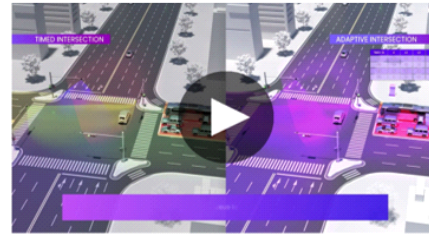


Industry Leadership Recognition: Ministry Honors bitsensing Executive



Setting New Standards: ISO 27001 Certification

Promotional Video of bitsensing



[Click here to see the full video](#)

LAON ROAD

Laon Road Opens a New Chapter in C-ITS with AI-Powered High-Performance Edge Video Analyzers

- Mass production of next-generation video analyzers imminent through NIPAA's "AI Application Demonstration Support Program."
- 1) Developed edge analyzers passing 15 environmental evaluations with 3 AI model certifications.
- 2) Achieved higher power efficiency and durability by replacing GPUs.
- 3) Customizable design integrates C-ITS essentials, advancing smart city innovation.



Laon Road Accelerates Preparations for the C-ITS Era

The edge video analyzers commonly used in traditional ITS (Intelligent Transportation Systems) for smart intersections often faced significant challenges, including lack of proper certification, unsuitability for outdoor environments, and hardware limitations. [\[Read More\]](#)

AI-Powered Video Analyzers to Overcome ITS Limitations

Laon Road's video analyzer addresses the shortcomings of conventional ITS devices, targeting advanced urban monitoring applications and new market opportunities. By integrating multi-detection capabilities, it processes over three AI models simultaneously—enabling object detection, vehicle re-identification, and license plate recognition—effectively analyzing data in complex environments like intersections. [\[Read More\]](#)



Enhancing Reliability Through Real-World Testing

During field testing, Laon Road addressed identified issues to enhance product reliability. The system was improved with heat-resistant designs, waterproof and dustproof capabilities, and enhanced power efficiency. [\[Read More\]](#)

Limitless Potential of Laon Road's Video Analyzer

Designed to replace existing ITS video analyzers, Laon Road's solution offers unmatched flexibility. By optimizing internal space for heat circulation and allowing additional equipment installation, the product integrates seamlessly with industrial sensors and traffic signal controllers. [\[Read More\]](#)



Future Plans and Vision

Laon Road's Vice President, Byoung Ki Kang, outlined the company's roadmap: "Our next-generation video analyzer is set to penetrate both the ITS and C-ITS markets by obtaining additional certifications, including electromagnetic compatibility(EMC), KC certification, and government procurement registration, to enhance product reliability and accessibility." [\[Read More\]](#)

Promotional Video of Laon Road



[Click here to see the full video](#)

Upcoming Events

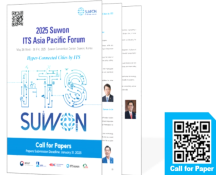


**Date** May 28(Wed) – 30(Fri), 2025  
**Venue** Suwon Convention Center, Korea  
**Host** MOLIT, SUWON DIGITAL CITY  
**Organizer** SUWON, ITS KOREA  
**Theme** Hyper-Connected Cities by ITS

Visit Official Website

## 2025 Suwon ITS APF Call for Papers/Sessions

May 28(Wed)-30(Fri), 2025 Suwon Convention Center  
 "Hyper Connected Cities by ITS"



January 31, 2025

Abstract, Draft Paper Submissions & Special Session Proposals Deadline



[\*Submission Deadline: January 31] Suwon ITS AP Forum – Call for Papers & Benefits

The 2025 Suwon ITS AP Forum, under the theme of "Hyper Connected Cities by ITS," will take place from **May 28 (Wed) to May 30 (Fri)**. This forum provides a platform to exchange innovative ideas and engage in meaningful discussions on key ITS topics.

We warmly invite researchers to submit their papers and session proposals to the forum. Best papers will be honored with prestigious awards and special benefits. We look forward to your valuable contributions and insights that will help advance the field of intelligent transportation systems.

- ▶ Paper Submission and Session Proposal: <https://www.itsap2025.org/program/04.html?Menu=04>
- ▶ Official Website: <https://www.itsap2025.org>

### [Best Paper Awards]

- Awards and free registration
    - Best Paper: KRW 1,000,000 (1 recipient)
    - Second Place Paper: KRW 500,000 (3 recipients)
    - Third Place Paper: KRW 300,000 (5 recipients)
  - Opportunity to publish in an SCIE journal (*Sustainability*, subject to peer review approval)
  - Top 30 papers – Publication opportunity in SCOPUS-indexed journals
  - Invitation to present at the 2026 Gangneung ITS World Congress sessions
- \* Journal-related benefits will be offered only to papers with author's consent

### [Student Best Paper Awards]

- Qualification: Students from ITS AP member countries/regions
  - \* Australia, China, Chinese-Taipei, Hong Kong SAR, Indonesia, Japan, Malaysia, New Zealand, Singapore, Thailand
  - Selection: One best paper submitter per ITS AP member country/region will be selected
  - Benefit:
    - Airfare and accommodation for participation in 2025 Suwon ITS AP Forum
    - Free registration fee
    - Opportunity to participate in the ITS-Thon
- \*Group idea competition held during the forum (Prizes to be awarded to winners)

### [Important Dates]

- Abstract and Draft Paper, and Special Session Submission Deadline: January 31, 2025
- Final Paper Submission Deadline: March 2025

\* Abstracts and papers can be revised until the final submission deadline.

### [Contact Information]

Scientific/Technical Papers: [papers@itsap2025.org](mailto:papers@itsap2025.org) | Special Session Proposals: [eunhye.kim@itskorea.kr](mailto:eunhye.kim@itskorea.kr)

The 2025 Suwon ITS AP Forum will serve as a key platform for sharing innovation and knowledge on future mobility technologies, including C-ITS, autonomous vehicles, MaaS, digital twin, and UAM. This event offers valuable opportunities to network, exchange insights, and strengthen partnerships in the ITS field.

- **Early-bird Registration:** December 20, 2024 – February 7, 2025
- **Regular Registration:** February 8, 2025 – May 14, 2025

Seize the opportunity to shape the future — register now and be part of the innovative frontier in ITS!

Register for the 2025 Suwon ITS AP Forum

### Explore Technical Visits with Cutting-edge Innovation

A unique opportunity to experience Korea's advanced ITS technologies and innovative mobility firsthand!

<p><b>Advanced ITS Technology Center</b> Experience collecting, analyzing, and providing traffic information using advanced traffic management systems on highways, as well as managing traffic situations and receiving the traffic-breaching status. Experience C-ITS services, including providing incident information through vehicle terminals.</p>	<p><b>Integrated Management Center</b> Integrated management of traffic, disaster, and crime prevention, providing diverse services to citizens. Establishing an integrated monitoring system for urban monitoring and collaboration systems with related organizations (police, fire departments, etc.).</p>	<p><b>Smart City</b> Testbed for supporting the development of autonomous vehicle technologies and verifying their safety. Experimental environment simulating real road conditions that allows for repeatable evaluations.</p>
<p><b>Smart Traffic Information Center</b> Maximizing road utilization efficiency through the establishment of an intelligent transportation system integrating IT and traffic technologies. Enhancing passenger convenience and promoting the use of public transportation through real-time bus operation management and information services.</p>	<p><b>SK Telecom Innovation Center</b> Experience the future that SK Telecom aims to create in mobility. Introduction to SK Telecom's vision of enhancing the levels of the future through ICT technology.</p>	<p><b>HMI &amp; Hyundai Motor Studio</b> HMI Test: HMI Content University in Paju, the 3rd Tunnel, and Gangneung, Hyundai Motorstudio. Experience a driving maintenance workshop, test about the Heritage Drive, and enjoy art exhibitions.</p>
<p><b>Railway Traffic Control Center (RCC)</b> Monitoring all operating train networks from a single location, controlling the railway network, and managing real-time train operation data and systems (distributed control).</p>		

The 2025 Suwon ITS AP Forum offers a diverse selection of immersive technology tour programs, where participants to engage with cutting-edge innovations and experience firsthand the innovations revolutionizing the mobility landscape.

\* Note: Technical Visits can be purchased separately during the Forum registration process.

More Information - Technical Visits

2025 Suwon ITS AP Forum Promotional Video

Click here to see the full video



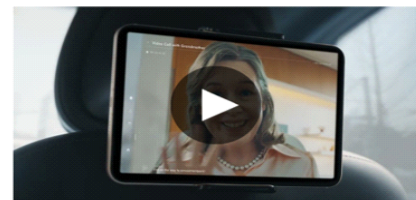
**Date** Oct 19(Mon) – 23(Fri), 2026  
**Venue** Gangneung Olympic Park Area  
**Host** MOLIT, SUWON DIGITAL CITY  
**Organizer** SUWON, ITS KOREA  
**Theme** Beyond Mobility Connected World

### Opening of Gangneung City Information Center

The Gangneung City "Urban Information Center" officially opened on **Friday, November 15, 2024**, and has commenced full-scale operations. Constructed with a total project cost of **13 billion KRW**, the center broke ground in **September 2023** and was recently completed. The facility spans a total floor area of **2,466m<sup>2</sup>**, with a two-story structure housing a control room, exhibition room, server room, multipurpose room, and promotional hall.



### 2026 Gangneung ITS World Congress Promotional Video



ITS International Business Assistance Center  
 [14057] #812, Daerung Technoteam 15, Simin-daero 401, Dongan-gu, Anyang-si, Gyeonggi-do, Korea  
 -82-31-478-0457 / [changu@itskorea.kr](mailto:changu@itskorea.kr)  
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