

Xerox Partners with University of Michigan to Usher in New Era of Urban Mobility

WHO: [Xerox](#) will enter a three-year partnership with the [University of Michigan Transportation Research Institute \(UMTRI\)](#) to help shape the future of urban mobility across the country.

Along with Ford, General Motors, Nissan and Toyota, Xerox is also a member of the Leadership Circle of the University of Michigan's [Mobility Transformation Center \(MTC\)](#). Other members include Bosch, Econolite and the Michigan Department of Transportation.

WHAT: In collaboration with the U.S. Department of Transportation (USDOT), the MTC will develop a 30-acre simulated city called the [Mobility Transformation Facility \(MTF\)](#), which will be the largest on-road vehicle-to-vehicle and vehicle-to-infrastructure test environment in the world.

HOW: Xerox will support the MTC's research through its proprietary [transportation](#) offerings and data analytic capabilities.

The ultimate goal is to demonstrate how emerging automotive information-based systems and communications capabilities enable improved transaction-based business processes.

Xerox's expected areas of focus will include:

- The integration of mobile device and automotive information-based systems for transaction management solutions, such as [tolling](#) and [smart parking](#), to ultimately eliminate the need for cash payments and to simplify transaction collection processes.
- The integration of smart parking applications into automotive information-based systems through the Xerox Merge[®] platform and the dynamic pricing algorithms that are critical in implementing effective parking demand management policies, as well as reducing congestion and overall vehicle emissions.
- The integration and analysis of data provided by the USDOT's [Safety Pilot Model Deployment program](#) to identify new opportunities in areas such as fleet performance monitoring, driver behavior, road infrastructure quality and vehicle health and diagnostics
- The MTC's independent testing and assessment of Xerox offerings' performance, including Xerox's recently announced [Vehicle Passenger Detection System](#) – a HOV/HOT lane compliance test system that uses video analytics to identify the number of occupants in a vehicle.

WHY: "Today, with the growing trend of urbanization, the transportation systems that move people, goods and services around the world pose significant environmental, economic and social challenges," said [David Amoriell](#), vice president and chief operating officer, Government and Transportation Sector, Xerox. "The research conducted and data collected by Xerox and UMTRI will be critical in the worldwide reduction of vehicle collisions, energy consumption and carbon emissions, while improving overall urban mobility and quality of life."

WHEN: Construction of the MTF is slated for completion by September 2014. UMTRI plans to establish a network of more than 20,000 connected and automated vehicles on the streets of Southeastern Michigan by 2021.

ASSETS:

- [Safety Pilot Model Deployment: Connected Vehicles](#) [VIDEO]
- [University of Michigan Mobility Transformation Center Q&A](#)