



GRIDSMART® TECHNOLOGIES, INC.

The inspiration for GRIDSMART was born when founder William Malkes, a serial entrepreneur with no previous experience in the transportation industry, believed a team could accomplish with one camera what other companies needed four cameras to do.

This vision pioneered the world's first single-camera solution for intersection actuation, traffic data collection, and situational awareness. Just look up. The iconic GRIDSMART Bell Camera is easy to spot. It's the original fisheye camera offering a horizon to horizon view of the intersection, including an unencumbered view of the center where cars, trucks, and bicycles cross paths, and where 50 percent of collisions occur annually in the United States.

Our founder understood that a fisheye camera was the only way to correctly deploy video to improve traffic for safety and efficiency. Simple and easy to install, the Bell Camera allows you to see where the greatest vulnerability exists for drivers. Our team was also committed to providing that technology to hometowns around the world, starting with GRIDSMART headquarters in Knoxville, Tennessee. Knoxville, home to the state's flagship university, the University of Tennessee, neighbors Oak Ridge, one of the highest-per-capita PhD areas in the nation and home to Oak Ridge National Laboratory.



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Knoxville and Oak Ridge are also surrounded by small, economically challenged communities in every direction. Surrounded by extreme diversity, our company was built on the pillars of three core values and the belief that technology is only great when it's accessible to everyone. Traffic managers hold people's lives in their hands, and GRIDSMART exists to deliver people home safely and efficiently every night: teachers, nuclear engineers, farmers, students, politicians, auto workers, police officers, and postal workers.

Operating with three core values, **Simple. Flexible. Transparent.**, GRIDSMART's vision is to improve one billion lives through intelligence.

From our 2007 beginning to installations in 49 states and 29 countries, we've committed to three principles in our products, our culture, and our relationships with customers. We're proud of our success, but we'll never get too comfortable. Everything ties to earning and keeping the trust of our customers.

Our work is designed to make your job easy, and we've never lost the drive to create new products and services that keep us firmly on the cutting edge of traffic management technology. We're American-made, field-tested, and proven. With eight billion vehicles detected and counted in intersections across the world in every possible condition, there is no substitute for GRIDSMART consistency and trustworthiness.



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