



June 6, 2010

**Re: Letter of Invitation to ITS Bidders Briefing**

Dear Sir;

The Israeli National Roads Company Limited (INRC) is responsible for the development, operation, and maintenance of 6,500km of interurban roads and highways in Israel. At the core of the road network are approximately 500km of high speed, high capacity highways, that interconnect the major urban centers of Tel Aviv, Jerusalem, Haifa, Ashdod and Ashqelon and Be'er Sheva.

The INRC has initiated a comprehensive program for the deployment of Intelligent Traffic System (ITS) applications across the road network, consisting of various levels of instrumentation. These ITS deployments will enable the INRC to more effectively manage the road network capacities by collecting and disseminating information regarding the status of traffic and congestion.

The first component of the ITS program is a multi-phased deployment of the National Traffic Management System (NTMS), covering 360km of highways in the central area of Israel. The first phase of the project includes 120km of the network, in the vicinity of Metropolitan Tel Aviv. The NTMS project includes field technologies to be deployed and integrated to a central software system, via a WAN communications and infrastructure.

In 2008 the INRC published tenders for the implementation of the ITS project. For various reasons, the INRC decided to suspend that tender process and initiate a new tender process, commencing with a Suppliers Conference in order to consult with potential suppliers of the project, regarding the structure of the ensuing tender, its organization, and tender conditions. Comments from the participants in the conference will serve as input into the preparation of the final tender documents to be issued. Additionally, for all those interested, the INRC will arrange one-on-one meetings with the participants, in order to provide information regarding the project on an individual basis.

The INRC will be issuing tenders in the Fall of 2010, for the supply, installation and maintenance of the following project components:

- Infrastructure – including, inter-alia: sign gantries, trenching, laying of conduit for communications, lateral drillings, electrical installations, etc.;
- Communications – including, inter-alia: creation of an independent INRC owned WAN network;



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- TMS Field equipment – including inter-alia: Variable Message Signs, CCTV cameras for full coverage of the network, detection technologies for incident and queue detection, an upgrade/construction of a control centre, etc.; and
- System Maintenance.

The INRC holds the ITS program to be of national importance to both the State of Israel and to the INRC itself. For this reason, as well as the scale of the overall program, the INRC is interested in ensuring the direct participation of suppliers and manufacturers from outside of Israel in the Suppliers Conference, which will be conducted under the auspices of the General Manager of the INRC. Foreign participants may be accompanied by local Israeli representatives. **The Conference will be held on July 26-28 2010**, near Metropolitan Tel Aviv.

In order to maximize the productivity of the Conference for both the INRC and participating suppliers, the INRC recommends that the participating suppliers send the appropriate representatives that can address the topics of the Conference, as indicated in the preliminary agenda listed below:

- Day 1 – the topics to be presented and discussed include the: general concept for the project; the scope and content of the project; the structure and management concept for the project; the contractual concept for the project.
- Day 2 – the first half of the day will include a site visit along the road network and a site visit to the current control room; the second half of the day will be comprised of the one-on-one meetings with those participants that express interest.
- Day 3 – continuation of the one-on-one meetings for those interested participants, as required.

**The INRC requests that those companies interested in participating in the Conference send their RSVP confirmations by June 30<sup>th</sup> at the latest.** A final agenda and itinerary for the Conference will be sent to those companies confirm their participation, two weeks prior to the Conference date itself.

The INRC will consider the possibility of making the ensuing Tender a closed Tender for those suppliers/companies that attended and participated in the Suppliers Conference.

We look forward to meeting you and hosting you at the Conference in Israel and should you have any questions please feel free to contact either:

1. Mr. Vadim Plavnik of the INRC at [vadimp@iroads.co.il](mailto:vadimp@iroads.co.il) ; and/or
2. Mr. Yevgeny Artsev of the INRC at [YevgenyA@iroads.co.il](mailto:YevgenyA@iroads.co.il) .

Eng. Alex Wiznitzer  
General Manager