KOREAN ITS Workshop — Innovative Solutions

Experience Korea's most advanced, field-proven ITS innovations at Intertraffic Amsterdam 2026.

Korean ITS Workshop brings together government and industry leaders to present real-world technologies transforming today's roads — from AI-powered safety and 5G-V2X to LiDAR, digital twins, and next-generation traffic systems.

Explore scalable solutions, proven deployments, and new partnership opportunities for smarter, safer, connected mobility. We look forward to welcoming you!

📍 RAI Convention Center, BALC 2.2. 1st Floor, Halls 1 & 2

⚙️ Expert Presentations | Interactive Q&A | Networking with Light Refreshments

🗓️ **Day 1** Mar. 11 (Wed) | 14:00-15:20   **Day 2** Mar. 12 (Thu) | 10:00-11:20

Day 1

ITS KOREA	Dareesoft	Ettifos	STL
Sue Park	Elizabeth Row	Jane Lee	Seol Dong-yeol
Director, International Cooperation	CEO & Co-Founder	Global Business Development Manager	CEO

Day 2

SOS LAB	Bamboos	NOVITEC	BYDA
Vincent Sangbin Lee	Carlos Perez Soriano	Sanghoon Lee	Byungsung Kim
Head of LiDAR Solution Sales	Team Leader	Sales Director	CEO

Hosted by

Ministry of Land, Infrastructure and Transport

ITS KOREA — Intelligent Transport Society of Korea

In Collaboration with

DareeSoft   ETTIFOS   STL   SOS LAB   BAMBOOS   NOVITEC Vision Intelligence   BYDA Sensor & System

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Day 1 — Mar. 11 (Wed) | 14:00-15:20

Presenter	Agenda
ITS KOREA	**Korea's National ITS Framework and Future Mobility Vision** Since the early 1990s, Korea has built a comprehensive ITS ecosystem based on strong legislation, long-term planning, and nationwide deployment. Now, Korea is advancing toward connected, automated, and AI-driven mobility under the ITS Master Plan 2030 and C-ITS Roadmap.
DareeSoft	**AI Is Our Tool, Not Our Driver: Shaping AI for Safer Roads** AI is reshaping how road condition data is collected and understood. This session explores AI as a tool to support — not replace — human judgment, enabling earlier interventions, smarter prioritization, and safer, more efficient infrastructure management.
ETTIFOS	**Deploying 5G-V2X in Real-Road Environments** As V2X moves from pilot to deployment, technology choice matters. Explore why 5G-V2X direct communication is emerging as the most future-ready solution. Addressing scalability, interoperability, spectrum strategy, and mixed-traffic challenges, this session offers a practical roadmap for authorities seeking long-term, infrastructure-aligned connectivity solutions.
STL	**T1S Ultra-Durable Modular Floor LED Solution** Transform pedestrian spaces into interactive digital platforms. This network-based modular LED system supports flexible sizing and large-scale configurations, withstands 5-ton loads, and delivers IP68 waterproof protection for outdoor reliability. With a 120° viewing angle and energy-efficient design, T1S combines durability, scalability, and immersive visual performance.

Day 2 — Mar. 12 (Thu) | 10:00-11:20

Presenter	Agenda
SOSLAB	**The Present & Future of ITS LiDAR Solutions** Explore commercially deployed LiDAR ITS solutions already operating in real-world environments. Featuring advanced parking guidance and smart tolling systems, these applications deliver precise vehicle detection, seamless recognition, and high operational accuracy—demonstrating scalable performance in complex traffic facilities.
BAMBOOS	**From Detection to Simulation: AI & 3D Digital Twin for Road Operations** This session showcases AI-driven incident detection combined with an advanced 3D digital twin platform. Operators gain real-time classification, prioritization, and immersive visualization of traffic events. Future-ready simulation capabilities allow infrastructure testing before deployment—enabling smarter decisions, faster response, and next-generation road management.
NOVITEC Vision Intelligence	**Novitec i-Nova Global Shutter ITS Cameras** Korea's leading ITS camera series, i-Nova holds over 70% domestic market share with 10,000+ annual unit sales. Deployed across public roads and smart cities, it delivers proven reliability and scalability. Exported to 12 countries and compliant with TTA certification and U.S. NDAA standards, i-Nova demonstrates global competitiveness and trusted performance.
BYDA Sensor & System	**BYDA RTS10: Proactive ACC Safety Solution** RTS10 is the world's first solution addressing a critical ACC limitation—high-speed detection of stationary vehicles. Using virtual-target-based deceleration guidance, it enables autonomous speed reduction without relying solely on driver awareness. By directly intervening in high-risk scenarios, RTS10 significantly reduces collision risks and enhances proactive road safety.