A.U.G. Signals www.augsignals.com

Company:
A.U.G. Signals Ltd. (AUG) is a 100 percent Canadian owned company that has been at the forefront of cutting-edge research and development within defense and security, aerospace, clean-tech and intelligent transportation sectors. Incorporated in 1986, AUG has now grown to become a global provider of multiple innovative technology solutions. With an extensive R&D background, AUG has led over 150 projects to date, building an international reputation for producing high quality solutions that integrate multi-sensor information for efficient and accurate operational analysis and effective decision making. Currently, AUG has multiple collaborations with academic institutes and private sector companies for ongoing international R&D projects including but not limited to advanced manufacturing, agri-food, aerospace and environmental technology.

Main business areas:
- **Intelligent transportation systems (ITS)**: pedestrian detection, advance warning to prevent collisions, and analysis of mixed-mode urban traffic.
- **Environmental monitoring:** air quality monitoring, water quality monitoring
- **Remote sensing image processing:** precision agriculture, forest management, natural resource exploration, maritime traffic monitoring
- **Security and surveillance**

Tech areas for collaboration with Korean companies:
 In order to address the current urban traffic situation and the limitations of the on-the-market solutions and methodology, AUG offers an extensive experience in radar-based detection and classification. AUG collaborates with potential research partners around the globe to continuously provide innovative advanced technologies in traffic monitoring and management that not only reduces traffic congestion at intersection but also ensures a safer environment for non-vehicular participants.

Radar-based panoramic traffic monitoring is an innovative and first-of-its kind solution that will bring significant improvements to existing traffic management infrastructures. It includes integrated and comprehensive perception of mixed traffic flow at intersections, classification of traffic types and improved traffic analytics - predicting imminent collisions, recognizing unsafe maneuvers, identifying traffic efficiency and emission. With increase in traffic, urbanizations, and smart city developments, there is a substantial demand for advanced traffic management technologies.

Competitive advantages
In the area of Intelligent Transportation Systems, we have an award-winning radar-based technology that can provide a range of traffic monitoring needs: vehicle counting and tracking, accident/safety monitoring, pedestrian detection, etc. Some of the unique innovations of this technology include:
- AUG is the first company to develop radar-based classification
- Continuous, undisrupted monitoring of selected regions
- Highly accurate algorithms and processing to provide early warning to operators
- Real-time monitoring and notifications
- All weather solution that can operate in harsh climate conditions.
- Easy installation

Major clients/partners:
Ministry of Transportation Ontario, Parks Canada, York University, Jiangsu Intelligent Transportation Systems Co., Ltd (China), Ontario Good Roads Association, Southern Ontario Centre for Atmospheric Aerosol Research, Peking University (PKU), China, City of Oshawa, Vancouver Island University, Ambisense Ltd., Ireland, Eco Ventures Pvt. Ltd., India, Canadian Space Agency, Defense Research and Development Canada, Defense Acquisition Program Administration (DAPA), Agency for Defense Development (ADD), Raytheon, Pratt & Whitney.

Technology development and international partnerships:

Currently, AUG's water technology is undertaking two international R&D projects that will conclude in 2022 through the support of IRAP. Our partners include Technology University of Munich, Hydroisotop, Alpes Lasers, and KTH Royal Institute of Technology. It is through our strong partnerships with academic and research institutes that helps us demonstrate our products' innovation. AUG has sold over 20 units of TRITON to Indigenous communities in Canada, protecting drinking water quality for hundreds of residents.

AUG's intelligent transportation technology has been introduced in other markets outside of Canada. For example, we attended the ITS World Congress, the world's largest event focused on smart mobility and transportation technologies. We demonstrated our product to a variety of stakeholder and industry players around the globe. In addition, through an OCI (formerly OCE) funded project, we partnered with Southeast University (China) and Jiangsu Intelligent Transportation Systems Co., Ltd. to develop an advanced traffic management system with LADS. Our partnerships have been instrumental to the successful development of AUG's intelligent transportation technology. They have helped advance the product's technology readiness level, and into a commercialization ready phase. As such, AUG has received strong interest from buyers and international distributors that are willing to help market and sell our products in foreign markets.

Meeting objectives:

We are looking for strategic partners with complementary expertise in ITS related research, product development and commercialization. Ideally, the companies offer or fall into one or more of the following categories:

- Traffic management systems and solutions
- ITS Infrastructure provider
- Monitoring service provider
- Monitoring device provider/supplier
- System integrator smart city

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