

**INTELLIGENT
TRANSPORTATION
SYSTEMS**

COMPANY PROFILE

ISBAK ISTANBUL TRANSPORTATION COMMUNICATION AND SECURITY TECHNOLOGIES INC.

ISBAK Istanbul Transportation Communication and Security Technologies Inc. was established by Istanbul Metropolitan Municipality in 1986 with the aim of performing traffic and system engineering, projecting and implementation services and removing dependency on foreign technology by making domestic production.

Transportation Systems from A to Z

By orienting technological innovations through establishment of the first domestic signalization system in Turkey, ISBAK makes production in the field of Intelligent Transportation Systems to increase innovation capacity and develop competitive power of Turkey together with its staff of 522 employees. It has become one of the most crucial actors of the sector as the biggest producer of applicator of Intelligent Transportation Systems of Turkey at the international market. ISBAK, in the issue of Intelligent Transportation Systems, together with the professional staff, gives comprehensive services from A to Z, covering production, manufacturing, installation and sales, project analysis and feasibility studies. ISBAK, getting the position of being followed in its sector with its experience of 30 years, gives ser-

vice on training, consultancy about Traffic and System Engineering. ISBAK, with the principle of unconditional customer satisfaction; tends to move to media planning for brand awareness and becoming a world brand by the experienced Publication, Marketing, Foreign Trade team and innovated technological infrastructure. The mission of ISBAK, the vision of which has been determined as being a world brand orienting the sector by developing technologies contributing to the target of a livable world in the field of intelligent transportation, communication and security systems; is to design and produce technologies convenient to energy efficiency, and that are environment-friendly in national/international standards, give rapid and effective service to public/private sector in a way apt to legal regulations.



SHORT HISTORY



- 1986 ISBAK Inc. was established with the aim of making vehicle maintenance and repair for Istanbul Metropolitan Municipality and conducting Traffic Signalization services of Istanbul.
- 1995 The first traffic signal controller and domestic signal lamb was applied in Istanbul. The first traffic signal controller and signal lamb with the international standards was presented by the Mayor of Istanbul of that period Recep Tayyip ERDOĞAN.
- 1995 With the established of the Department of Research and Development (R&D), professional studies in the field of Intelligent Transportation Systems, being traffic signalization in the first instance, has started.
- 1998 The first Traffic Control Center of Turkey was established at Istiklal Street
- 1999 LIGHTRA that is the first led-based signal lamb of Turkey was produced.
- 2001 Countdown device was produced.
- 2002 The first Variable Message System of Turkey was realized by ISBAK.
- 2003 The first Traffic Measurement System of Turkey was realized..
- 2004 IMM Traffic Control Center that is the first sophisticated Traffic Control Center of Turkey was established.
- 2005 The first EDS, Red Light Enforcement System Project was applied in Turkey.
- 2005 Traffic Engineering Project and Analysis Unit was established within ISBAK
- 2005 The first export and installment of signalization system was made for Iraq.
- 2006 The first mobile information-oriented Pocket traffic application of Turkey was realized.
- 2007 The first Fullcolor Variable Message System (DMS) that is approved throughout the world was realized.
- 2008 Vehicle Tracking and Fleet Management System able to make 5000 vehicle tracking over a single system.
- 2009 The first Mobile EDS was developed by ISBAK in Turkey.
- 2010 ISBAK, took its place at ITU Arı Teknokent.
- 2011 The first Tunnel SCADA software was applied at Istanbul Halit Ulukurt Tunnel.
- 2012 The first Adaptive Traffic Management System of Turkey was established.
- 2013 Erzurum Arkun Tüneli A'dan Z'ye elektromekanik işlerin tamamı Tünel SCADA ve güvenli sürüş ilkesi ile kuruldu.



New and Domestic Technologies In Intelligent Transportation Systems

ISBAK, realizing many projects for the first time in the field of Intelligent Transportation Systems, has justified pride of becoming a leader in the sector. By the help of its global vision, it is able to give service of many products and systems enabling traffic flow and mobility.

Under the name of Intelligent Transportation Systems; new technologies in the field of Traffic Signalization Systems, Traffic Engineering, Adaptive Traffic Management Systems (ATAK), Electronic Detection Systems (EDS), Traffic Measurement Systems, Camera and Security Systems, Digital Information Systems, Lightening

Systems, Tunnel SCADA Management Systems, Vehicle Tracking and Fleet Management, together with Turkish Engineering and local industry, appear by the signature of ISBAK. With the help of these technologies not only the requirements of Istanbul in terms of ITS, but also of domestic and foreign requirements shall be met. ISBAK conducts studies on Parking Information and Guidance Systems, Vehicle Telemetry Systems, Optical and Environmental Conditions Laboratories, Social Projects, Children Traffic Training Park, Earthquake Parks and Smart Container.

• Intelligent Transportation Systems

- Traffic Engineering
- Adaptive Traffic Management Systems (ATAK)
- Traffic Control System (TKM)
- Traffic Signalization Systems
- Electronic Detection Systems (EDS)
- Camera and Security Systems
- Traffic Measurement Systems
- Variable Message Systems
- Communication Systems

Digital Information Systems

Lightening Systems

Tunnel SCADA

Vehicle Tracking and Fleet Management (ISMOBIL)



The Greatest In Turkey

ISBAK, that is the greatest producer and applicator of intelligent transportation systems in Turkey, gives service as one of the most crucial actors of the sector in international market. In Turkey more than 50 cities, in the world more than 20 countries use products and systems wholly developed by Turkish engineers of ISBAK. Optical

and Environmental Conditions Laboratory that is within itself; enable formation of performance criteria foreseen by standards of several products, implementation of tests and measurements and R&D applications with the aim of product certification.

National and International Projects

With Turkey's leading professional Traffic Engineering, R&D, Project Application, Experienced Sales and Marketing, Publication and Foreign Trade Team, ISBAK carries out national and international projects. The projects regarding Intelli-

gent Transportation Systems that are carried out in two different locations being Central Office and Teknokent, are supported by the Consultancy Group of Professor, Associate Professor and Doctor from more than 10 outstanding universities throughout Turkey.

Our Intellectual Capital

- 27 Brand Registrations
- 10 Utility Model
- 6 Patent
- 7 Industrial Design
- 2 Product Certificate
- ISO 14001 Environment Management
- ISO 9001 Quality Management

With ISO 27001 Information Security Manage-

ment documents, ISBAK conserves new technology and products. ISBAK obtains national and international funds and government promotion in which institutions such as TUBITAK-TEYDEB, ISTKA, SANTEZKAMAG, EUROKA, Celtic PLUS also participate. ISBAK, carrying out many crucial projects worldwide, makes collaboration with the prominent local/international firms and institutions of the sector and works on common projects.



Our Success Awarded In National and International Arena

The studies of ISBAK increasing life quality of the citizens by the innovated technologies, are awarded by many prestigious rewards from Turkey and the world. ISBAK adds new rewards to its honor list including GulfTraffic (2009-2011 1st prize), Intertraffic 2011, "Duke'sChoiceAward" won by ATAK Project Simulation Software "I-SIM.

- First prize by Pocket Traffic Project at Gulf Traffic Exhibition 2009 Conference Rewards
- First prize by TAKIBB Project at GulfTraffic2011 Exhibition Conference Rewards
- Among 10 best software of the world at OracleDuke'sChoice Rewards Adap-



tive Traffic Management System Project Microscopic Traffic Simulation I-SIM (ISBAK Simulation)

- First prize by Manageable Intelligent Lightening Networks LIGHTIST Project, Union Of Municipalities Of Marmara 2012 Golden Ant Municipality Rewards
- Second prize by Pedestrian EDS Project at Union of Marmara Municipality 2012 Golden Ant Municipality Rewards
- Third prize by Intelligent Park Garden Lightening Management System project at MUSIAD 5. Biltronik Project Competition
- First prize of "The Best Mobile Application" by ISBAK IMM Pocket Traffic Project, from Kadir Has University

Social Responsibilities

ISBAK makes investments for a liveable future. By using alternative energy sources, it promotes a sustainable traffic management. It constructs future by social responsibility projects such as Traffic Training Parks, Earthquake Parks, Recyclable Solid Waste Collection Automat (Smart Container) and Disabled Pedestrian Signalization. ISBAK making leadership for local and national development by its investments, presents a world conserved by environment policies, a developed country and a secure future. ISBAK forming milestones of transportation and communication history, being Istanbul in the first priority; works to serve for drivers and pedestrians in the maximum benefit by cutting-edge technology innovating perpetually since its establishment. By integrating its experience of approximately 30 years with principles of reliability, time saving and environment-friendly; ISBAK continues to give service to not only the citizens of Istanbul, but also to Turkey and the world; its projects have become commonly implemented in many countries. ISBAK, as taking its place among essentials of city life by the services, will also play leader role on technological changes that shall design cities of the future.



ISBAK New Generation Intelligent Transportation Systems

- ASIST Intelligent Intersection Computer
- Adaptive Traffic Management System (ATAK)
- AKS Intelligent (magnetic) Wireless Sensor
- EDS (CLOUD) Cloud Technology
- WIMAX Applications
- Tunnel Scada Tunnel Management Systems
- LightIST Intelligent Dynamic Lightening System
- Mini LED Information Screens
- V2X-Comosef Talking Roads Talking Vehicles
- E-CALL (Emergency CALL)
- Smart City Applications
- Vision Based Traffic Control Systems
- EKO-TAKİP Fleet Management Solutions
- SMARTRED-SMARTSPEED Next Generation Radar Applications
- Advanced Traffic Information System
- Pedestrian EDS
- Parking Information Systems
- Passenger Information Systems
- Content Management Systems
- Mobile Applications
- LED Lightening Technology
- Next Generation Traffic Management Applications

ISBAK Strategic Targets

The prior aim of ISBAK is besides presenting products and services for meeting requirements regarding transportation and communication spreading from Istanbul to Turkey in a rapid and secure way, contributing to a liveable city target. Additionally;

- Making R&D on issues regarding ITS required or not defined, but that are essential, by the customers or designing new products by inspiring from current products, purchasing, transferring technology. Making collaboration with national and international institutions when required,
- Increasing brand value of ISBAK,
- Making innovation and rehabilitation to sustain institutional interest in accordance with conditions of products and services,
- Making studies on public transportation systems,
- Gathering traffic systems available or used in product range under the roof of traffic management system,
- Embracing ecological approaches,
- Increasing national and international recognition in national and international arena and have a corner on the market,
- Bringing different approach to the market,
- Implementing the products on the area rapidly and in a qualified way in order to provide customer satisfaction and profitability at the top level,
- Implementing "dynamic management structures" that will sustain productivity and efficiency actively,
- Providing institutionalization, increasing continuous development and awareness,
- Developing institutional capacity.

ISBAK Inc. Capital and Partnership Structure

- IMM
- Adalar District Mayoralty
- Beykoz District Mayoralty
- Beyoğlu District Mayoralty
- Bakırköy District Mayoralty
- Beşiktaş District Mayoralty
- G.O.Paşa District Mayoralty
- Kartal District Mayoralty
- Sarıyer District Mayoralty
- Şişli District Mayoralty
- Z.Burnu District Mayoralty
- General Directorate of ISKI
- General Directorate of IETT
- ISTAC Inc.



SAMPLE PROJECTS - REFERENCES

- 2005-2014 Iraq – Mosul Municipality / Sales of Traffic Signalization Systems
- 2005-2014 Sudan – Khartoum Municipality / Sales of Traffic Signalization Systems
- 2006 Bayrampaşa Shopping Valley (Ora Istanbul, Forum Istanbul, Mega Center) Traffic Impact Analysis
- 2006-2011 Romania / Sales of Traffic Signalization Equipments
- 2006-2012 Syria - Aleppo Municipality / Sales of Traffic Signalization Systems
- 2007-2008 Installation, Optimization and Simulation of Traffic Management Systems of Istanbul Cities
- 2008 Kayseri Provincial Special Administration / Urban Security Management Systems
- 2008 Purchase of IDO / CCTV System
- 2008-2009 Iraq Baghdad Municipality / Sales of Traffic Signalization Systems Throughout Baghdad
- 2009 Kazlıçeşme Transfer Center and Tourism Complex Interaction Analysis
- 2009 Fethiye District Traffic Rehabilitation Applications,
- 2010 Eurasia Tunnel (Isrtc) Traffic Impact Analysis
- 2010 IMM /Work On Implementing Electronic Detection System For Bus Lane
- 2010 Algeria / Sales of Traffic Signalization Equipment
- 2010 T.R.N.C Highways / Sales of Traffic Signalization Equipment



SAMPLE PROJECTS - REFERENCES




- 2011 Work on Modeling and Traffic Rehabilitation of Kastamonu City
- 2011-2014 Austria / Sales of Traffic Signalization Equipment
- 2011 Ankara Metropolitan Municipality / Ankara Metropolitan Municipality Construction of Signalization of Intersection Within Borders of Urban Area
- 2011 Greece / Sales of Traffic Signalization Equipment
- 2012 Turkmenistan / Sales of Traffic Signalization Equipment
- 2012 Rize Municipality Work on Traffic Rehabilitation
- 2012 Georgia / Sales of Traffic Signalization Equipment
- 2012 Sudan – Port Sudan Municipality / Sales of Traffic Signalization Equipment
- 2012 Iraq – Mosul Municipality / Establishment of Vehicle Tracking Control Center
- 2012 Iraq – Erbil Municipality / Sales of Traffic Signalization Equipment
- 2012 Fethiye / Traffic and Touristic Camera Systems and Red Light and Speed EDS Services
- 2012 ISTAC Inc. / Service Procurement of Periodic Maintenance and Control of Vehicle Kits Within Vehicle Tracking System of Environment Control Center
- 2012 Istanbul Metropolitan Municipality / Maintenance, Repair and Management of EDS, DMS, Detector, Cameras, Traffic Control Center and Tunnels
- 2012 Istanbul Metropolitan Municipality / Maintenance-Repair and Revision of Traffic Signalization System Throughout Istanbul
- 2012 Kocaeli Metropolitan Municipality / Construction of 3th Stage Signalized Intersection Throughout Kocaeli City
- 2012 Rize Municipality / Service Procurement of Transportation Arrangement and Traffic Rehabilitation
- 2012 Istanbul Metropolitan Municipality / Installation of Electronic Detection System Throughout Istanbul
- 2012 Istanbul Provincial Administration Istanbul Security Directorate Mobese City Monitoring (High Definition Camera) and Plate Recognition
- 2012 Istanbul Metropolitan Municipality/ Traffic Count and Geometric Arrangement For the Development of Transportation Network Throughout Istanbul
- 2013-2014 Libya – Ajdabiye Municipality / Sales of Traffic Signalization Equipment
- 2013 IMM Traffic Count and Geometric Arrangement For the Development of Transportation Network Throughout Istanbul
- 2013 Lebanon / Sales of Traffic Signalization Equipment
- 2013 Solution Partnership Agreement Between Smart Facilities Technology Company (SMAFTCO) that is one of the outstanding technology firms of Arab World and ISBAK at GulfTraffic 2013 Exhibition

SAMPLE PROJECTS - REFERENCES

- Participation to 2013 Gulf Traffic Dubai 2013 and Rabat Expo Fair 2013 Intertraffic Amsterdam 2013
- 2013 IGDAS Inc. / Intra Information Screen, IMM Webtv Closed-Circuit Broadcast System
- 2013 Istanbul Metropolitan Municipality Installation of Traffic Count and Information Systems Throughout Istanbul
- 2013 Zeytinburnu Municipality / Installation of Electronic Detection System (EDS) for Vehicles Abusing Parking Ban
- 2013 Ego General Directorate Department of Transportation / Preparation of Artery Rehabilitation and Signal Optimization Projects Throughout Ankara
- 2013 Ankara Metropolitan Municipality / Installation of LED Information System
- 2013 Denizli Municipality Directorate of Transportation Services / Signalization Equipment
- 2013 Istanbul Metropolitan Municipality Directorate of Electronic Systems / Purchase of Digital Information Screens for Avcılar - Beylikdüzü Metrobus Line
- 2013 Istanbul Mayoralty Department of Transportation, Directorate of Transportation Coordination/ Updating of Transportation Information System, Implementation of Traffic Count and Geometric Arrangement for Development of Transportation Network Throughout Istanbul
- 2013 Istanbul Metropolitan Municipality / Directorate of Traffic Maintenance-Repair and Revision of Traffic Signalization Systems Throughout Istanbul
- 2013 Istanbul Metropolitan Municipality / Management of Traffic Signalization Throughout Istanbul
- 2013 IGDAS Inc. / Intra Information Screen, IMM Webtv Closed-Circuit Broadcast System
- 2013 Istanbul Metropolitan Municipality Directorate of Electronic Systems / Istanbul Metropolitan Municipality Purchasing of Digital Information Screens at Communication Points
- 2013 Istanbul Metropolitan Municipality Directorate of Electronic Systems / Procurement and Assembly of Public Use Targeted Broadband Wireless Communication Materials
- 2013 General Directorate of IETT / Purchasing of Outer Passenger Information Devices
- 2013 Afyonkarahisar Municipality / Afyonkarahisar City Center Transportation Feasibility
- 2013 Izmir Metropolitan Municipality / Hermetic LED Diode Auto and Passenger Flasher Unit
- 2013 Kocaeli Metropolitan Municipality / Mobile Electronic Detection System (Mobile EDS) (Formation of Service Vehicle by Assembly and Installation)
- 2013 T.R. Ministry of Transportation , Maritime Affairs and Communications Directorate of Highways/ Preparation of Architecture and Implementation of Highway Network Intelligent Transportation Systems, Training and Making Technical Reports Within the Scope of Intelligent Transportation Systems Consultancy Services
- 2014 Istanbul City Lines / Vessel Fleet Tracking Management System
- 2014 Istanbul Metropolitan Municipality Directorate of Traffic / Procurement and Assembly for Traffic Control Center Laboratory for Universities



Intelligent Transportation Systems

ISBAK Istanbul Transportation Telecommunication and Security Technologies Industry & Trade INC.
Seyrantepe Mah. Cendere Cad. No:56 Kagithane - Istanbul / Turkiye Tel: +90 (212) 301 90 00
www.isbak.com.tr    /isbakas



ISTANBUL METROPOLITAN MUNICIPALITY