July 14, 2022

*** Oriux Announces Organization Changes ***

In the age of Connected and Autonomous Vehicles (CAV), advanced data analytics, and artificial intelligence, the ability to solve transportation challenges requires new and integrated approaches to engaging transportation customers and other stakeholders. The traditional divisions between technology development, sales & marketing, and deployment & support of ITS solutions are becoming less distinct. Because of this ever-changing landscape, Oriux is changing its organizational structure to meet these emerging challenges and to be nimbler in its approach to customer needs.

Ray Deer, Chief Technology Officer, has added to his role the strategic oversight of the commercial sales channel to better integrate our teams to provide a more unified technical/sales experience for our customers and partners. Ray will continue to oversee the functions of research & development and technical product support. On Ray's team, Homero Flores, Outside Sales Manager, will manage our direct sales channels and distribution partners. Mary Haddad, Inside Sales Manager, will report directly to Rolando Garcia- COO to focus on streamlining order processing, customer service, and product fulfillment.

Robin Harrison, Hardware Development Manager, will be taking on the new role of Vice President of Product Development. This role focuses on the product management/ development, sustainment, and technical support of ITS products.

Brett Heinz, Software Development Manager, will take on the new role of Vice President of Systems Development. This responsibility focuses on the product management and development of software systems and integration of Oriux's technology with 3rd-party solutions.

Raul Elizondo is Oriux's new Vice President of Data Collection and Detection, focusing on the sales, business development, and customer needs in highway data collection, reporting, and parking detection products.

With these organizational changes and refinements, Oriux is positioning itself to continue leading in the ITS industry and build upon its 90+ year legacy in transportation technologies and services.

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Oriux, the evolution of Peek Traffic, is a technology innovator of intelligent transportation systems and traffic management solutions, providing the world with safer roads and better mobility. The company has more than 25,000 traffic counters in operation worldwide and provides a broad range of products among three different product lines: data collection, detection, and intersection control. The company employs more than 1,000 people in the Americas.