



LYT.

PRESS KIT

LYT: Better Lives Through Less Traffic

LYT's Press Kit is for journalists and media pros looking for details on our smart city solutions. Get the scoop on our tech that's making cities smarter, learn about the team driving our innovation, and find high-quality images and logos for your stories. With advanced AI technology, LYT is changing how cities manage traffic and public transport.

Reducing Traffic Congestion, Making Better Communities

LYT, dBA Sinwaves, Inc., is a US-based company founded in 2016 by Timothy Menard. Our mission is to reduce urban travel times by over 40% by optimizing traffic flow through artificial intelligence and machine learning.

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Vision & Mission

We are dedicated to reducing traffic congestion and building a better community. Our primary mission is to reduce urban congestion by over 40%.



Core Beliefs

- Open Communication
- Customization
- Forward-Thinking

Customer Philosophy

At LYT, our customers are at the heart of everything we do. We build long-lasting relationships based on trust, respect, and shared success, leveraging cutting-edge AI and machine learning technology.



Company Overview

Our cloud software uses AI and machine learning to enhance vehicular flow across cities, corridors, and regions. LYT revolutionizes city data interaction, improving transit and emergency vehicle efficiency, reducing congestion, and lowering emissions. Our commitment to innovation and reliability ensures that we remain at the forefront of transportation technology, creating a future where traffic congestion is a thing of the past.



Company Values

- **Build Better Communities:** By learning traffic patterns and providing congestion-busting solutions, we improve productivity and quality of life and reduce health problems and emissions.
- **Scale Transit and Emergency Services:** We prioritize transit and emergency vehicles to ensure communities receive timely services.
- **Improve Resource Prioritization:** Efficiently using existing roadway resources is vital, and LYT's solutions make this possible.
- **Simplify Traffic Management:** Our solutions are easy to justify and implement, avoiding the complexity of competitors.
- **Open Data:** We believe in free and accessible traffic data.
- **Interoperable:** LYT maintains NTCIP compliance and integrates seamlessly with common traffic controllers.





Our Solutions



LYT.transit: Transit Signal Priority (TSP)

Our NextGen TSP solution uses AI and machine learning to keep transit vehicles moving on time, every time.



LYT.emergency: Emergency Vehicle Preemption (EVP)

Emergency Vehicle Preemption (EVP). Our solution moves emergency vehicles faster, safer, and more intelligently than ever before.



LYT.snow: Snow Plow Priority (SPP)

Allows snow plows to continue through intersections safely to keep roads clear and lasting longer.



LYT.rail: Transit Signal Priority Specifically for Rail

Our solution enables smoother rides, safer crossings, and a better experience for riders and communities alike.



Our Platform

LYT.speed: Cloud Traffic Optimization Platform

• Key Benefits:

- Continuously optimizes traffic with machine learning
- Provides a comprehensive view for easy traffic management
- Cost-effective by utilizing existing hardware

• Key Features:

- Hardwareless
- Interoperable
- Secure cloud software
- Customized business rules



Success Stories

Discover how our innovative solutions are transforming urban landscapes through these inspiring success stories from cities that have embraced LYT's technology:

- [Moving 10,000 TriMet Riders a Day in Portland](#)
- [Tempe Fire Improves Safety and Response Times with LYT](#)
- [Fremont Fire Improves Response Time with LYT.emergency](#)
- [City of San Jose Finds Success with LYT](#)
- [City of Boston and MBTA Improves Bus Speed and Reliability with Transit Signal Priority with LYT and CTI](#)



Press Releases

Explore our most recent announcements and milestones in the world of smart city solutions by browsing through our latest press releases:

- [LYT Continues to Help Cities Reduce Traffic Congestion & Expands Into New North American Markets](#)
- [NextGen Emergency Vehicle Preemption Pilot in Elk Grove, CA](#)



Featured Articles

- [Long-Awaited Plan to Prevent Highway Deaths Via V2X Revealed](#)
- [Securing Transportation Systems in the Digital Age: The Imperative for Robust Network Design and Cybersecurity Measures](#)
- [Cities Use AI to Help Ambulances and Firetrucks Arrive Faster](#)

Our Team

Our team boasts unparalleled expertise in traffic technology, drawing on the vast experience of industry-leading professionals who have roots in major automotive manufacturers, transit agencies, and traffic management firms. With a sharp focus, the LYT team is dedicated to delivering smart city traffic solutions that can be swiftly implemented, often within mere days.

LYT's Brand Voice and Tone

- **Confident and Radical:** *In innovation, we trust.* We are confident in our tech, and major cities can testify to the excellent results we can achieve. Your traffic problem won't be solved on its own—or by building more lanes.
- **Empathetic and Customer-Oriented:** We provide valuable solutions that empower customers to achieve their ideal urban mobility. We quantify the value we create, turning our customers into heroes.
- **Visionary and Future Enthusiast:** We believe in forward-thinking, constantly questioning the boundaries of intelligent transportation systems and how far we can go with them.
- **The Cool Kids in the Room:** In a sea of uptight competition, we're bringing a breath of fresh air and the boldness of knowing we have the upper hand.
- **Reliable and Open-Minded:** We are in touch with our audience and know what works and what doesn't. We don't hide behind the "don't fix what ain't broke" or "this is the way it's always been done" mentality like other companies.

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