



For release at 5:30 am PDT on 07/15/15

Iteris Awarded Five Patents for ClearAg Harvest Advisory Services

- Latest Patents Cover Technology That Helps Producers Model the Costs Associated with Harvest-Time Farm Operations—

SANTA ANA, Calif. – July 15, 2015 – [Iteris, Inc.](#) (NYSE MKT: ITI), a leader in providing information solutions to the transportation and agriculture markets, has announced that the U.S. Patent and Trademark Office has awarded five patents for key harvesting technologies that make up Iteris' industry-leading precision farming platform, [ClearAg™](#). The five patents are directly related to ClearAg's Harvest Advisory Services, which are available to agribusinesses and growers globally through ClearAg application programming interfaces (APIs), the ClearAg Visualization Components suite, and the ClearAg Mobile App.

ClearAg's harvest-time decision support capabilities help producers assess the financial impacts that weather, water, soil and crop health conditions can have on farming and harvesting operations. The patented technology guides agribusinesses and growers making harvest-related decisions that consider plant wetness and seed moisture. Specifically, the patented technology provides guidance for efficient use of desiccants and helps in the optimization of in-field and fuel-based drying of agricultural commodities.

"The ClearAg Harvest Advisors help maximize yield and capture operational efficiencies by providing real-time crop analysis information in the context of historical norms," said Tom Blair, senior vice president of Iteris' Performance Analytics Division. "Harvest operations require timely decisions regarding the application of desiccants and the determination of an optimal harvest window based upon crop moisture content and growth stage. Agribusinesses and growers alike can utilize ClearAg to achieve critical decision support on a global basis for the upcoming harvest season."

ClearAg leverages Iteris' global precision weather and soil content with the power of agronomic models to address complex agricultural challenges. The ClearAg decision support advisory services for precision agriculture, such as the Harvest Advisors, are based upon ClearAg's precision weather capabilities, and its proprietary Land Surface Modeling technologies as well as Iteris' EMPower™ adaptive forecasting engine. As new information becomes available, the ClearAg system adapts to provide the most accurate, location-based information available on a worldwide basis. ClearAg's patented technologies combine global, multi-sensor weather analyses, ensemble-based weather forecasting, customized soil modeling, crop growth modeling capabilities, and a staff of expert meteorologists to create what we believe to be the most accurate, science-based environmental information available.

Follow Iteris ClearAg on [Facebook](#), [Twitter](#), and [YouTube](#) to stay up-to-date on our offerings.

About Iteris, Inc.

Iteris, Inc. (NYSE MKT: ITI) is a leader in providing information solutions to the transportation and agriculture



markets. We are focused on providing this information to practitioners in these markets to improve their effectiveness and efficiency. By combining our expertise, unique IP, and information infrastructure in a suite of products and services, Iteris offers a broad range of solutions to both domestic and international customers. The firm is headquartered in Santa Ana, California, with offices throughout the U.S. and in select locations internationally. For more information, please visit www.iteris.com or call 1-888-329-4483. Also visit us on [LinkedIn](#), [Facebook](#), [Twitter](#), and [YouTube](#).

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This release may contain forward-looking statements, which speak only as of the date hereof and are based upon our current expectations and the information available to us at this time. Words such as "believes," "anticipates," "expects," "intends," "plans," "seeks," "estimates," "may," "will," "can," and variations of these words or similar expressions are intended to identify forward-looking statements. These statements include, but are not limited to, statements about the future capabilities and benefits of our ClearAg products, as well as the expansion of our patent portfolio. Such statements are not guarantees of future performance and are subject to certain risks, uncertainties, and assumptions that are difficult to predict, and actual results could differ materially and adversely from those expressed in any forward-looking statements as a result of various factors.

Important factors that may cause such a difference include, but are not limited to, our ability to successfully develop, complete, roll out and gain broad market acceptance for our ClearAg products, the challenges in the development of software-based solutions generally; the future adoption of technology based analytics solutions in the agriculture market; and our ability to gain additional patent protection for our technologies and products; and the potential impact of product and service offerings from competitors and such competitors' patent coverage and claims. Further information on Iteris, Inc., including additional risk factors that may affect our forward looking statements, is contained in our Annual Report on Form 10-K, our Quarterly Reports on Form 10-Q, our Current Reports on Form 8-K, and our other SEC filings that are available through the SEC's website (www.sec.gov).

Investor Relations

Liolios Group, Inc.
Scott Liolios or Cody Slach
Tel 949-574-3860
ITI@liolios.com