

New Patent Ensures Safer, Greener Vehicle Traffic; Applications Include Self-Driving Cars

New York – September 23, 2015 /PRNewswire/ - A new invention for vehicle guidance promises to save lives and otherwise vastly reduce traffic casualties. The patent was awarded to Maxwell Consulting, a professional services firm based in New York.

“Machine-to-machine communications will be essential as we transition to self-driving cars and trucks over the next decade,” said co-inventor David McDevitt-Pimbley. “Our invention boosts the safety and efficiency of both autonomous and human-piloted vehicles.”

The invention uses wireless transmitters and receivers to enable instant communication between and among roadside signs, signals, and hazards as well as traveling vehicles, bicycles, and pedestrians. As just one consequence, these traffic entities will provide real-time notice of a vehicle’s actions and its *intended* actions.

In addition to reducing traffic casualties and enhancing traffic flow, this invention will result in lower vehicle emissions and diminished energy use for gasoline and electric-powered vehicles.

“This forward march of vehicle technology will save lives and improve lives,” noted Joseph Pimbley, co-inventor and Principal of Maxwell Consulting. “It will be yet another example of engineering and business innovating together to improve everybody’s future.”

The *U.S. Patent and Trademark Office* has granted patent [9,142,127](#) to *Maxwell Consulting, LLC* for this invention, titled “Systems and Methods for Traffic Guidance Nodes and Traffic Navigating Entities.”

About Maxwell Consulting

[Maxwell Consulting, LLC](#) is a U.S.-based professional services firm specializing in capital markets, financial technology and engineering projects. Principal Joseph Pimbley founded the firm in 2010. Before that, Pimbley served in a succession of roles on Wall Street, including quantitative analyst, risk executive, derivative trader, and portfolio manager. In the first phase of his career, Pimbley discovered and invented new semiconductor devices and techniques for medical imaging and signal processing at General Electric’s Global Research Center. He holds 10 patents and several patents pending.

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