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August 11, 2021

**VIA EDGAR**

Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, D.C. 20549-4628

**Re: Iteris, Inc.**  
**Registration Statement on Form S-3**  
**File No. 333-256898**

Ladies and Gentlemen:

Iteris, Inc. (the “**Registrant**”) hereby requests, pursuant to Rule 461 of the rules and regulations promulgated under the Securities Act of 1933, as amended, the acceleration of the effective date of the above-captioned Registration Statement, as amended, to 5:00 P.M., Eastern Time, on August 13, 2021 or as soon as practicable thereafter, unless the Registrant notifies you otherwise prior to such time. Please call Steven Stokdyk of Latham & Watkins LLP at (213) 891-7421 to provide notice of effectiveness.

Very truly yours,

**ITERIS, INC.**

By: /s/ Douglas L. Groves  
Douglas L. Groves  
Chief Financial Officer

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