

25 April 2006

Siemens COMET system being installed in Cornwall

Representing the 25th system to be installed by the company, Cornwall County Council joins the growing list of authorities to upgrade to Siemens COMET traffic management and information system. COMET will enable the authority to combine the data generated by their remote monitoring and urban traffic control systems, and will provide traffic managers with a better overview of the county's traffic situation and enable them to automate strategies to alleviate congestion hot spots.

The introduction of eMerge will ultimately enable visitors and motorists to view real-time traffic information on the authority's website. Using COMET, eMerge offers a single solution and a short cut through the process of web development and design. The map software is embedded in a standard template which local authorities can customise or brand with their own colour schemes, logos and additional information.

Mark Stephenson, Assistant Director at Cornwall County Council, considers the intelligent technology will assist the authority in delivering Local Transport Plan objectives and provide valuable information to thousands of residents and tourists visiting Cornwall's fine beaches and in particular the highly popular Eden Project – one of the UK's top visitor attractions. 'The online system will ultimately give people access to accurate and timely information in relation to car park capacity and congestion. Monitoring all major routes in the county, the user-friendly service, will help travellers to avoid congestion, advise them of major roadworks, and will ultimately further improve the efficiency of the existing road network in the area' he said.

**Siemens Traffic Controls
Media Relations**

Nicola Baker
Tel: +44 (0) 1202 782324
Email: nicola.baker@siemens.com

**Marketing Matters
PR Account Manager**

Julian Gollogly
Tel: +44 (0) 1202 777111
Email: julian@marketing-matters.co.uk

COMET, Siemens' traffic management and information system, is the architectural hub of a modern integrated traffic control centre. COMET provides co-ordination facilities across a range of traffic control systems, allowing operators to control and monitor their urban networks more easily while delivering meaningful, timely and accurate information to the travelling public.

COMET in culture capital

Siemens COMET is also being installed in Liverpool this year as a key part of the city's major investment in infrastructure. Liverpool's professional services partner, *2020 Liverpool Ltd*, will manage the project which also involves the supply of Siespace and 30 monopole variable message signs to display traffic and travel information generated by the new systems. The equipment will be operational by early summer 2006 and will significantly improve the quality of information available to both traffic managers and motorists in the city.

Liverpool is investing more than £3bn over the next decade in the renewal of its infrastructure and the regeneration of its community. In 2007, the city will celebrate its 800th anniversary and in 2008 will become European Capital of Culture.

Siemens Traffic Controls Media Relations

Nicola Baker
Tel: +44 (0) 1202 782324
Email: nicola.baker@siemens.com

Marketing Matters PR Account Manager

Julian Gollogly
Tel: +44 (0) 1202 777111
Email: julian@marketing-matters.co.uk

About Siemens Traffic Controls

As part of the Siemens Industrial Solutions and Services (I&S) group, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 700 employees including 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network. The Siemens Industrial Solutions and Services Group (I&S) is an integrator of systems and solutions for industrial and infrastructure facilities, and global service provider for the plant and projects business covering planning, installation, operation and the entire life cycle.

About Siemens in the UK

Siemens was established in the United Kingdom 162 years ago. The company employs 21,122 people in the UK, including about 5,000 in the manufacturing sector. Last year's revenues were £3 billion, including exports of £500 million. Siemens provides innovative, high-quality services and solutions to customers in a diverse range of industry sectors, including power, automation and control, information and communication, medical, transportation, lighting, and household. Siemens has offices and factories throughout the UK, with its headquarters in Bracknell, Berkshire. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

Siemens Traffic Controls Media Relations

Nicola Baker
Tel: +44 (0) 1202 782324
Email: nicola.baker@siemens.com

Marketing Matters PR Account Manager

Julian Gollogly
Tel: +44 (0) 1202 777111
Email: julian@marketing-matters.co.uk