

April 2007

## Sharjah places major order with Siemens

The Emirate of Sharjah, cultural capital of the Arab world, has placed a substantial contract with Siemens for the supply of traffic technology for the fast growing city of Sharjah. In partnership with Scientechnic, the company's local agent in the region, the order includes the supply and installation of Siemens Comet, PC SCOOT and 19 ST800 traffic controllers. In addition, Siemens Design Services will undertake intersection design and commissioning as part of the contract, which represents the group's first major overseas order.

According to a traffic signal study report conducted by Scientechnic, road users in the area were clearly concerned with the increasing amount of traffic congestion and delays on the road system, and its long term solutions included recommending phasing of the entire network of traffic controllers through centralised traffic management systems to ensure optimised flow in the city.

On behalf of Siemens, Russell Clarke, the company's Head of Design Services, stated 'The contract for Siemens is highly significant. The Emirate of Sharjah is witnessing considerable economic investment and development, and its growing population has lead to significantly increased levels of road and pedestrian traffic. Supporting this growth, Siemens Comet and PC SCOOT systems will help the city manage the traffic more effectively', he said.

'The contract also represents a first for Siemens. Communications will be over microwave links, the company's first SCOOT system to be entirely connected in this way,' he said.

The Emirate of Sharjah extends along approximately 16km of the United Arab Emirate's Gulf coastline and for more than 80km in land, with an area of 2,590 km<sup>2</sup>. Overlooking the Arabian Gulf, the capital city of Sharjah, contains the main administrative and commercial centres together with an impressive range of cultural and traditional projects.

Continued/...

### Siemens Traffic Controls Media Relations

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

### Marketing Matters PR Account Manager

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

Siemens' PC SCOOT system combines the latest version of SCOOT with the enhanced functionality of the company's advanced user interface, which offers users numerous benefits, including ease of use, simple installation and migration, and reduced equipment and maintenance costs, all operating on a PC. The advanced features reduce maintenance requirements and provide more opportunities for implementing a range of traffic control solutions. PC SCOOT includes all the major features of the Siemens UTC/SCOOT system, monitoring traffic in real-time, it optimises traffic signal operation and adjusts the signal timings to match prevailing conditions, thus increasing network efficiency.

Comet, Siemens' latest generation advanced traffic management and information system, is the key component 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.

SCOOT (Split Cycle & Offset Optimisation Technique) already operates in over 200 cities and towns worldwide, monitoring traffic flow in real-time to optimise traffic signal operation, and adjusts signal timings to match prevailing conditions. Following the introduction of SCOOT-based systems, 'before and after' studies have shown substantial reductions, both in journey times and delays.

Situated approximately 170km from the capital city Abu Dhabi, Sharjah is the region's third largest city and one of the wealthiest areas in the United Arab Emirates. Completion of the contract is planned for the end of June as summer temperatures in Sharjah can exceed 45C.

### **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.

### **Siemens Traffic Controls Media Relations**

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

### **Marketing Matters PR Account Manager**

Julian Gollgoly  
Tel: +44 (0) 1202 777111  
Email: [julian@marketing-matters.co.uk](mailto:julian@marketing-matters.co.uk)