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Siemens leads the way at Traffex

Highlighting the company's position as the industry's leading player, Siemens is presenting a number of exciting new developments at TRAFFEX 2007 at the NEC, Birmingham (17-19 April) on stand C1. This includes displaying a comprehensive range of equipment, systems and services, and demonstrating the company's growing reputation in the field of tolling and road user charging.

Having supplied and installed over 850 automatic number plate recognition (ANPR) cameras for the western extension of the Central London Congestion Charging scheme, the company will showcase the new scheme, and developing technologies, for visitors interested in tolling and road user charging. The new Western Extension Zone scheme started in February 2007, and Siemens will operate and maintain the enforcement infrastructure until 2016. With the future prospect of trial schemes around the country under discussion, Siemens is leading the way in the UK and is well placed to demonstrate its unrivalled capabilities and emerging technologies at the show.

Renowned for innovation, reliability and performance, the company's new products and systems build on the proven benefits of existing Siemens technology. According to the company's Marketing Manager Peter Preston, the forthcoming introduction of a newly developed system from Siemens is already generating much customer expectation. 'In addition to showing our extensive capabilities, we will be launching a safer, greener and more powerful traffic control system designed to reduce energy costs and control busier and more complex junctions', he said. Other systems and solutions from Siemens on show at TRAFFEX 2007 include Comet GIS, PC SCOOT, pollution monitoring, MOVA 6 and new microsimulation links.

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Underlining its ongoing commitment to open standard communication and Urban Traffic Management and Control (UTMC) systems, the company has recently introduced GIS digital mapping to add more functionality and further enhance the proven facilities offered by Comet, the company's latest generation advanced traffic management and information system.

PC SCOOT, the latest release of the Siemens UTC system combines the proven SCOOT adaptive traffic control system with the enhanced functionality of Siemens' advanced user interface, all operating on a PC. Making controlling urban traffic even easier, the development of the technology provides a solution which is flexible to meet the needs of any service provider, from small towns to large cities.

Enabling local authorities to introduce improved measures aimed at reducing levels of pollution generated by traffic, a new Apollo roadside pollution monitor from Siemens is also being introduced at TRAFFEX. The latest version of Apollo is capable of recording particulates and the data can be used in real-time to initiate alternative traffic plans. Used in conjunction with other modelling tools, and national reference sites, Apollo can also be used to examine trends and make informed decisions about future strategies.

Building further on the proven features of previous versions, MOVA 6 provides the very latest microprocessor-based traffic control system for isolated junctions. Developed in association with the Transport Research Laboratory (TRL), MOVA 6 software offers improved pedestrian features and a highly robust platform for future developments.

New microsimulation links on show enable traffic managers to trial the latest adaptive control techniques of MOVA and SCOOT. SCOOTLink allows complex urban networks to be modelled using actual timings from the real adaptive algorithm giving designers the freedom to test new and innovative designs without the risk of gridlock. Using microsimulation and MOVA, Siemens will design and test a solution, and if the trial shows no improvement over Vehicle Actuated control no charge will be made for the design.

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Highlighting its approach to strategic partnerships and actively supporting a range of community activities, the company also proudly displays information embracing a £3.2 million sponsorship deal with the British Rowing Team, which runs until 2012. Making Siemens the team's High Performance Partner, this investment is the most significant to be secured from the private sector.

About Siemens in the UK

Siemens was established in the United Kingdom 164 years ago. The company employs 20,314 people in the UK, including about 6,500 in the manufacturing sector. Last year's revenues were £3.5 billion, including exports of £580 million, and it spent almost £75 million on research and development. As a leading global engineering company, Siemens provides innovative solutions to help tackle the world's major challenges, including the shortage of natural resources, increasing environmental care, and a growing demand for healthcare, mobility and security. 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

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