

## Siemens shines at 2009 iawards

**Traffic technology company Siemens Mobility, Traffic Solutions based in Poole, Dorset has been presented with the 2009 Energy and Environment iaward, the first award of its kind to be backed by the British Government. In association with QinetiQ, the awards recognise and celebrate the best British achievements in science, technology and innovation.**

On behalf of The Department for Business Innovation and Skills, Chair judge, Dale Vince said: 'Siemens was a clear winner for us. What initially appeared to be a rather simple case of putting LEDs into traffic lights actually required a great deal of innovation and focus. They clearly identified a need and developed a solution with commercial success. Siemens has produced a targeted innovation addressing a well-defined problem, which can reap significant success in the UK market.'

At the iawards gala dinner at the Science Museum in London, Managing Director, Gordon Wakeford said: 'For one of the company's industry divisions to win an award for saving energy, especially based on the 'humble' traffic light helping to reduce power and carbon emissions, is truly a tremendous achievement for those involved in the design and development of sustainable technology at Traffic Solutions.'

Commenting on the company's success, Andreas J Goss, Chief Executive, Siemens plc said: 'I am delighted that the Mobility team - one of our UK-based global manufacturing centres, has been successful at the iawards. It is largely through innovations such as energy efficient light, transport, buildings and power that the UK will meet its tough CO<sub>2</sub> emission targets and the engineers making it happen are right here in the UK.'

Sponsored by EDF Energy, the Energy and Environment iaward is one of 11 categories which reflect not only a diversity of important national sectors but also highlight key aspects of delivering successful innovation commercially.

Based on the carbon reductions and energy savings delivered by the introduction of Siemens' Extra Low Voltage traffic signalling equipment, the winning submission provides further evidence of the company's approach to the design and delivery of sustainable traffic technology of the highest quality.

Siemens Mobility, Traffic Solutions has sought to realise the environmental benefits of low power LED signals with the rapid growth of ELV systems, with over 50% of solutions being sold now being ELV LED based. The replacement of thousands of power hungry incandescent signals with highly efficient LED versions has seen a typical reduction in power consumption of 70% compared with the levels that would have existed had incandescent signals been used.

At its award-winning facility, which is both its headquarters and manufacturing site, the company employs 350 people and it also operates 25 regional offices and depots across the country, allowing service to be provided nationally.

**Notes to Editors:**

Winners of the iawards will be helped by UK Trade & Investment (UKTI) to meet potential business partners at key industry events such as the giant Medica trade fair in Germany and Technology World in Coventry this autumn.

Science and technology has been a driving force behind Britain's export success. Exports for life sciences, for example, rose 19% in 2008. Innovation is also important in keeping the UK as the number one destination for inward investment in Europe. UKTI statistics show that the number of investment projects in creative industries increased by 65% in 2008/9 and in software and computer services by 36%.

For more information please visit [www.iawards.org.uk](http://www.iawards.org.uk).

**About the Department for Business, Innovation & Skills.**

The Department for Business Innovation and Skills will promote open and competitive markets, proportionate regulation, an enterprise and innovation culture, skilled people, thriving universities, life-long learning and world-class science, technology and research.

**About UK Trade & Investment (UKTI):**

UK Trade & Investment is the UK Government's international business development organisation, supporting businesses seeking to establish in the UK and helping UK companies grow internationally. The services offered by UK Trade & Investment bring together a network of business sector specialists and support teams across England and in British diplomatic posts in some 100 markets all around the world. UK Trade & Investment works with a wide range of partner organisations in the UK, including other Government departments, RDAs and the Devolved Administrations, Business Links, Chambers of Commerce and trade associations. For more information, visit the web site at [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) Visit the online newsroom at <http://www.newsroom.uktradeinvest.gov.uk>

**About Siemens in the UK**

Siemens was established in the United Kingdom 166 years ago and now employs 18,402 people in the UK. Last year's revenues were £3.7 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit [www.siemens.co.uk](http://www.siemens.co.uk)

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This press release can be found on the web at: [www.siemens.co.uk/traffic](http://www.siemens.co.uk/traffic)