

April 2009

Demonstrating innovation and sustainability at Traffex 2009

Event partner and one of the largest exhibitors, Siemens will underline its primary position as UK partner of choice for traffic solutions at Traffex 2009 (stand C10, 21-23 April: NEC, Birmingham) by unveiling new designs and equipment embracing innovation and sustainability. Visiting industry professionals will be presented with an array of exciting products and services from Siemens aimed directly at addressing environmental issues and helping traffic managers maximise the capacity and performance of their road networks.

In addition to displaying a number of exciting new developments, the company will be represented at two interactive sessions at the Traffex Theatre. *Fuel for thought?* by Mark Bodger, Systems Marketing Manager (11.00 am, Tuesday 21 April) will explore a number of innovative traffic solutions aimed at minimising the damaging effects and increasing cost of road congestion, and also the company's approach to sustainability for the long-term benefit of local authorities, motorists and general public.

At 2.00pm on Wednesday 22 April, *ELV – the total solution* by Keith Manston, Head of Product Management, will examine the significant carbon savings that can now be achieved with ELV over existing systems. With improved lamp monitoring of very low power LED traffic and pedestrian signals as well as increased electrical safety, Extra Low Voltage is now practical for all new sites, both intersection and pedestrian.

Demonstrating the company's commitment to providing innovative solutions, Siemens will exhibit the impressive bench controller, developed and manufactured in conjunction with Transport for London as part of an initiative to minimise the impact of street furniture in an urban environment.

Siemens Mobility, Traffic Solutions

Head of Communications

Peter Preston
Tel: +44 (0) 1202 782390
Email: peter.preston@siemens.com

PR Account Manager

Julian Gollogly
Tel: 07770 924441
Email: julian.gollogly@ntlworld.com



According to the company's Director of Sales and Marketing, Tom MacMorran, 'once again Siemens will be exhibiting a comprehensive range of equipment, systems and services, and highlighting the company's growing reputation in both enforcement and emerging solutions aimed at safer cities, reduced emissions and uncongested roads'.

New signals optimised for pedestrian control

The new family of ST750P high-performance pedestrian controllers from Siemens is on display incorporating the very latest LED technology and low power consumption with an attractive and wide choice of pedestrian signalling options. Featuring robust aluminium die-cast enclosures with poly-carbonate screens, the new modern and vandal resistant pedestrian signals are fully compatible with the entire range of ST750P controllers available from Siemens.

According to Keith Manston, the new family is stylish and well-designed for modern day use by pedestrians and also offers both LV and ELV solutions. 'Combining good looks with exceptional performance, the nearside units feature a new all-metal touch-activated button and clear pedestrian signalisation. Improved longevity also means fewer maintenance visits have to be carried out, which in turn helps reduce carbon emissions', he said.

Enabling the implementation of a total ELV solution for all new sites, the new pedestrian controller family is certified to TR2500 and provides Pelican, Puffin and Toucan control strategies at both low voltage (230V) and extra-low voltage (48V) drive levels, all offering significant power cost savings over conventional solutions.

Improved controller validation

Siemens new IC4 emulator is a feature-rich tool which links seamlessly with the IC4 configurator to provide an advanced environment for de-bugging and proving of Siemens controller configurations. Using the same software source files as the controller firmware, it ensures a highly accurate representation of the controller operation on a PC. Up to 8

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controllers may be emulated concurrently on a single PC and any physical or time based linking between them may be set up and fully exercised within the emulator.

Siemens Windows-based IC4 configurator is an 'easy to use' tool for generating data sets for the whole range of Siemens high performance traffic and pedestrian controllers including the new ST750P pedestrian controller. Coupled with the enhanced IC4 emulator facility, the system provides an effective solution for the configuration needs of experienced and novice traffic engineers.

Reducing carbon footprint

The significant carbon impact on the environment of existing traffic signalling equipment with traditional incandescent lamps that need regular replacement and consume large amounts of power is also being addressed by Siemens in addition to new extra low voltage solutions.

Enabling existing signals with incandescent lamps to be upgraded to LED technology, Siemens has developed a retrofit option to provide significant power and carbon savings without compromising functionality or infrastructure investment. Easy to install and offering full lamp monitoring compatibility, the low-power retrofit provides a sustainable solution with minimum waste and both high optical brightness and outstanding phantom performance.

For new installations, Siemens Helios signal heads are available already fitted with the latest LED modules which are fully compatible with the latest Siemens controllers.

New detector solution

At Traffex 2009, the company is also displaying a new above-ground traffic detector with none of the road surface disruption associated with below-ground systems. Using advanced 24GHz radar technology, Heimdall offers all the benefits of above-ground detection for SCOOT or MOVA installations.

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According to Keith Manston, Heimdall is both simple and cost-effective to install or replace, and is equally easy and economical to maintain. 'The new detector offers high performance, simple installation and low on-going maintenance, while its small size ensures that unnecessary street clutter is minimised', he said.

At the heart of each detector is a technologically-advanced planar radar antenna system and a sophisticated digital signal processing engine. Developed by Siemens, these incorporate patented features that enable Heimdall to initially offer excellent count and occupancy performance as well as good 'gap' detection capabilities, ideal for SCOOT and MOVA applications.

'Unlike some vision-based systems, Heimdall's radar technology is totally immune to light level changes and the effect of shadows, and will work equally well in bright and totally dark locations. Similarly, the effects of fog and rain, which can severely affect the performance of vision-based systems, go largely unnoticed when Heimdall is deployed, ensuring the best possible performance of the road network, whatever the conditions,' added Manston.

Bus lane enforcement

A new fully-automated, digital bus lane enforcement system based on Automatic Number Plate Recognition (ANPR) technology is being introduced by Siemens. Providing improved violation detection and management, reduced costs and more efficient public transport, LaneHawk removes the need for hours of viewing CCTV footage to identify violators.

According to Mark Bonnor-Moris, the company's Product Manager for Enforcement Systems, LaneHawk interfaces easily with existing UTC systems and enforcement back office facilities providing a high performance solution that is simple, quick, efficient and unattended. 'LaneHawk's high resolution, evidential images and increased capture rate will have a very positive impact on the cost effectiveness of bus lane enforcement and the work of traffic managers and parking enforcement officers, and in turn the operation of public transport and the road network generally, he said.

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'Furthermore, LaneHawk meets the requirements of the Vehicle Certification Agency (VCA) and delivered systems will be certified accordingly', he added.

A new concept in speed enforcement

In partnership with ROBOT Visual Systems, Siemens also unveils the MultaRadar S780 at Traffex 2009, a fixed radar-based digital system that offers enhanced flexibility and functionality over existing legacy wet-film cameras.

ROBOT's proven design and development expertise coupled with Siemens comprehensive service infrastructure and financing options, provides customers with an attractive and competitive upgrade path for their existing safety cameras. Mark Bonner-Moris commented: 'MultaRadar S780 technology and service options offer customers significant value-added benefits over competitor solutions'.

'The MultaRadar S780 has been designed and developed specifically to meet the Home Office requirements for Speed Law Enforcement Devices, ensuring a high level of performance and fulfilling the stringent Home Office standards for independent secondary speed check and security standards,' he said.

Familiar look

Tom MacMorran concluded, 'as in previous years, there's a reassuringly familiar look about the front of the exhibition at the NEC. The Siemens stand will again be the first to be seen on entering the hall and there will be familiar faces on hand to demonstrate the company's comprehensive range of equipment, systems and services'.

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About Siemens

Siemens design, manufacture, install and maintain 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 Traffic Solutions business has around 800 employees including approximately 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.

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