

All new Elektra VMS family arrives from Siemens

A brand new variable message sign (VMS) family is officially launched this month by Siemens. Fully developed in the UK, the all new Elektra family of VMS offers a highly configurable, adaptable and flexible solution to meet the requirements of variable message signs in a wide variety of different situations. Elektra provides highly visible and concise information to drivers, enabling them to be better informed, reducing traffic congestion and journey times while lowering pollution levels from queuing traffic.

According to the company's Systems Marketing Manager, Mark Bodger, Elektra provides customers with a totally new solution for variable message sign implementations.

'Elektra signs bring a number of key benefits to all styles of installation, whether car park, driver information or for other applications. Available in a range of different enclosure sizes, with display characters from 100mm up to 320mm and easy integration to new and existing UTMC management systems, Elektra efficiently provides real time car park and driver information to motorists', he said.

Elektra uses the latest surface mount technology ensuring accurate alignment of display modules along with efficient low power control electronics. For car park applications, Elektra offers the option of dual colour red/green displays with all signs in the Elektra family providing individual pixel monitoring.

An all new enclosure design offers easy access for maintenance along with flexible mounting options, including traditional multi pole installation and a range of monopole cantilevered structures. Simple mechanisms with monopole installations allow efficient, easy adjustment for carriageway alignment and optionally elevation of the sign, minimising the time required on site and any associated traffic management congestion. Elektra enclosures are sealed to IP55 and include integral work positioning attachments for safe working during installation, commission and ongoing maintenance.

Ongoing maintenance and support of Elektra VMS is streamlined by full commonality of parts with the latest Siemens Gemini UTMC outstations, reducing the range of spares required by engineers. Intelligent character displays allow easy plug and play configuration, minimising the time required on site for maintenance activities. Elektra is fully compatible with the Siemens Outstation Support Server, providing efficient monitoring of faults and upgrading of firmware or sign configurations with minimum effort required on site.

Elektra VMS from Siemens offers the complete solution for effective information display as part of an integrated UTMC traffic management system.

About Siemens in the UK

Siemens was established in the United Kingdom 167 years ago and now employs 16,915 people in the UK. Last year's revenues were £4.2 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

For more information, contact: 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

This press release can be found on the web at: www.siemens.co.uk/traffic