

## **Siemens addresses challenges at annual traffic event**

**The annual JCT Traffic Signal Symposium and Exhibition at the University of Warwick next month will feature three presentations by key speakers representing the company and an impressive display of Siemens' latest product developments. The papers will be delivered by Head of Product Management, Keith Manston, judged best speaker in previous years, and Mark Bodger, Systems Marketing Manager.**

The event takes place over 2 days: Wednesday 21 and Thursday 22 September 2011 with the Gala Dinner on Wednesday sponsored by Siemens. On day one, Mark Bodger's presentation *Unlocking the potential of your Traffic Management System*, will review the latest developments in the UTMC arena and explores the benefits they bring to both Traffic Managers and Local Authority budgets owners.

On day two and on behalf of the SCOOT steering group, Mark will also provide an introduction to SCOOT MMX (SCOOT Multi Model 2010), the latest version of SCOOT, the world's leading adaptive traffic control system.

Also on day two, Keith Manston's paper *Addressing the challenges of pedestrian detection* will explore the challenges, benefits and opportunities of using radar technology to detect pedestrians.

The company's exhibition stand will display newly developed technology and innovative solutions including Heimdall, the company's all-new pedestrian detection and SafeZone, Siemens' new average speed enforcement system specifically designed for urban environments. Siemens will also showcase its latest version of Comet, the advanced traffic management and information system, and its highly successful portfolio of Extra Low Voltage (ELV) equipment and LED retrofit technology.

## Notes to Editors

### About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 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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