

New car park information signs for Newbury from Siemens

West Berkshire Council has placed a new contract with Siemens to design, supply, install, commission and maintain electronic Variable Message Signs (VMS) to provide parking information for car parks in Newbury town centre. Linking to the car park operator's system, new Siemens Elektra VMS will be positioned at key pre-determined destination points on routes entering the town centre.

The scheme comprises 10 UTMC Compliant LED signs, UTMC Compliant car park monitoring equipment for Newbury's town centre car parks, GPRS data communications and interface with the Council's existing Car Park Management Systems. This will provide dynamic export of car park occupancy data to the VMS control system. The information for drivers will also embrace the new multi-storey underground car park in the Parkway shopping centre and residential development that is scheduled to open in the town centre in October. Parkway's developers, Standard Life Investments, are funding the entire project.

The Newbury VMS will be controlled and monitored using the existing UTMC system at Reading Borough Council. The contract which includes design, manufacture, supply, installation, testing, commissioning and documentation of all equipment, will be administered by West Berkshire Council.

Siemens 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. Fully developed by Siemens, the 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. 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 VMS efficiently provide real time car park and traffic information to drivers.

The ten locations for the new Variable Message Signs are the A339 north of the A4 Western Avenue; A4 London Road east of Robin Hood roundabout; A339 between Robin Hood roundabout and the Sainsbury's roundabout; A339 between Sainsbury's roundabout and A343; A339 south of A343; A343 Andover Road; Bartholomew Street; Market Street; London Road west of Robin Hood roundabout; and A4 Bath Road west of town centre.

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

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