

## Siemens supports National Road Safety Conference

Leading traffic technology company Siemens is sponsoring The 2011 Road Safety GB National Conference next month and will present a joint paper with Borough of Poole highlighting the results of a recent trial of the award-winning Siemens SafeZone™, the latest edition to the company's range of road safety solutions. The conference, titled '*Road safety in changing times*', is being hosted by Road Safety GB North West region and will be held at The Queen Hotel, Chester, 15-16 November 2011.

According to Siemens, the conference provides a key opportunity for the company to highlight its newly developed traffic and road safety enforcement solution. Demonstrating a breakthrough in technology and deployment, Siemens SafeZone™ combines Siemens' new Sicore ANPR camera with advanced data processing and back-office technology, and has been shown to influence driver behaviour and reduce speeds in an urban environment.

The subject of the joint paper follows a successful six month trial aimed at reducing vehicle speeds outside Springdale First School in Poole. In addition to reducing the number of speeding vehicles from 64 to as low as 16 (at speeds above 40mph in each hour before and after school), the trial gained the full support of the local community including the school, parents, local residents, Borough of Poole, Dorset County Council and Dorset Road Safe.

Earlier this month, Siemens SafeZone™ won the 2011 Highways Magazine Excellence Award for a Road Safety Scheme. Celebrating innovation excellence and achievement, the award recognises the use of relevant technology and enforcement which has influenced a demonstrable reduction in road casualty statistics.

SafeZone's advanced technology and multiple deployment options make it ideal for residential, city or rural or motorway enforcement, with the combination of branding and technology enabling a community based approach.

Designed, developed and manufactured by Siemens in Poole, SafeZone's compact design minimises impact on the street. Each camera is capable of monitoring two lanes of traffic in both directions which significantly reduces the cost of deployment and system complexity. Significantly, the distance between each camera outstation has been approved to a minimum of just 75 metres, which now means that average speed can be deployed as an effective alternative to existing analogue fixed speed camera sites and for larger deployment in networks and urban zones.

In addition to supporting a community-based partnership approach, Siemens is offering innovative funding solutions to ease the cost of the deployment of SafeZone™. These rental packages cover all equipment and implementation costs and ongoing maintenance.

## Notes to Editors

### **About Siemens Mobility and Logistics Division**

The Siemens Mobility and Logistics Division (Munich, Germany) provides solutions to customers whose business models are based on optimising passenger and freight transport. The Division bundles all Siemens business related to management of international traffic, transport, and logistics. This includes railway automation, infrastructure logistics, intelligent traffic and transport systems, and technologies for developing the infrastructure for electric mobility. For more information, visit <http://www.siemens.com/mobility-logistics>

### **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, infrastructure & cities 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)

For more information, contact: Siemens Mobility, Traffic Solutions,

#### **Head of Communications**

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

#### **PR Account Manager**

Julian Gollogly  
Tel: 07770 924441  
Email: [julian.gollogly@ntlworld.com](mailto:julian.gollogly@ntlworld.com)

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