

Siemens triumphs at Excellence Awards

Siemens SafeZone, a new approach to average speed enforcement, has won the 2011 Highways Magazine Excellence Award for a Road Safety Scheme at a special ceremony in London this week (12 October). 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.

Commenting on the entry, the Highways Magazine judging panel said Siemens had demonstrated an 'excellent use of technology and community engagement to improve safety at a school site through enforcement, behavioural change and using softer measures.'

On behalf of the team at Siemens, Mark Bonnor-Moris, Business Development Manager collected the award and acknowledged the support of the local community. 'I'm delighted for those involved. It is a testament to our partnership approach and the combination of traffic technology and road safety expertise', he said.

'In SafeZone, Siemens has clearly demonstrated an innovative approach to design and implementation. I look forward to seeing deployments of SafeZone make a positive impact in relevant areas across the country', he added.

The presentation of the award to Siemens 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. Ruth Leach, Headteacher, stated: 'Involvement in the SafeZone project has enabled the children of Springdale School to make a significant contribution to enhancing road safety within the local community. Parents have fully supported this innovative project and believe there is now a greater awareness of safe travel speeds.'

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

SafeZone combines Siemens' new Sicore ANPR camera with advanced data processing and back-office technology. 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.

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

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