

29 March 2011

News Release

New Selective Vehicle Detection solution launched by Siemens

Traffic technology company Siemens and Radio Frequency Identification (RFID) specialists TagMaster have reached an agreement to integrate TagMaster long range RFID products as part of a new Selective Vehicle Detection solution being launched by Siemens at Traffex 2011 (29-31 March, NEC, Birmingham, stand D10, Hall 4).

Based on existing TagMaster RFID technology, Siemens' new unobtrusive above ground Selective Vehicle Detection (SVD) system offers the highest quality and unbeatable reliability, helping ensure effective and dependable traffic management by granting priority to pre-identified vehicle categories.

Commenting on the use of TagMaster technology and Siemens' capability to supply, install and support the complete end-to-end SVD system, Matthew Vincent, Deputy Sales and Marketing Director at Siemens said: 'The new Siemens SVD solution can be installed on existing street infrastructure with the minimum impact to the surrounding streetscape and can interface with existing traffic signal controllers to grant priority or access to recognised vehicles'.

The new Siemens SVD solution is suitable for a range of applications including effective bus priority and localised emergency vehicle priority at critical junctions and there are numerous access control applications ranging from the automatic lowering of bollards to allow access for buses, through to access control such as the automatic raising of barriers at private residential areas, barrier free traffic control and fleet management.

The use of long range RFID allows for above ground installations with the readers mounted onto existing traffic poles, lighting columns or any other piece of roadside infrastructure. The ID-tag is easily and simply mounted in the windscreen of the vehicle. Each semi-passive tag has a unique ID that is associated with the equipped vehicle can be read an unlimited number of times at a suitably long distance at traffic speed.

TagMaster products are running in installations in all parts of the world and in all climatic conditions. They are known for a unique reliability and ease-of-use providing with a low life time cost-of-ownership.

Notes to editors:

About TagMaster

TagMaster is a Swedish technology company founded 1994 with headquarters in Kista (Stockholm), Sweden. TagMaster designs and markets advanced long-range radio frequency identification (RFID) systems and information services associated with automatic vehicle identification, rail bound transportations and people access, in order to increase efficiency, security, convenience and to decrease environmental impact. TagMaster exports mainly to Europe, Asia and North America via global network of partners, systems integrators and distributors. TagMaster shares are traded on First North in Stockholm, Sweden. TagMaster's Certified Adviser is Remium AB. www.tagmaster.com
For more information, please contact: Bo Tiderman, CEO TagMaster AB
Telephone: +46 8 632 1950 E-mail: bo.tiderman@tagmaster.com

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

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



www.twitter.com/Siemens_Traffic