

23 March 2011

News Release

Delivering innovation and value at Traffex 2011

As event partner and one of the largest exhibitors, Siemens underlines its leading position in the UK traffic market at Traffex 2011 (Stand D10, Hall 4, NEC Birmingham: 29-31 March 2011). Visitors to the Siemens stand will be presented with a comprehensive product and service portfolio, including sustainable traffic technology, road safety and tolling schemes, solutions for the evolving electric vehicle market, extensive consultancy services and innovative funding solutions.

During the event, presentations will be made by Mark Bonnor-Moris, Business Development Manager and Keith Manston, Head of Product Management. On Tuesday 29 March 2011 at 11:00am, Mark Bonnor-Moris presents *SafeZone: a new approach to road safety*, the compelling results of an extended average speed enforcement trial in an urban environment. On Wednesday 30 March 2011 at 2pm *Addressing the challenges of pedestrian detection* by Keith Manston reviews the challenges, benefits and opportunities of using radar technology to detect pedestrians.

Product developments on show at Traffex for the first time include the all-new Heimdall range of radar based above-ground detection which now provides comprehensive detection of pedestrians at the kerbside and on-crossing. Complementing Siemens' comprehensive range of intersection controllers and signals heads, ELV and retrofit solutions and UTMC traffic outstations, is Siemens' newly-designed pedestrian signal family and a new traffic signal pole specifically designed to provide safe low-level access in Extra Low Voltage (ELV) installations.

A new unobtrusive Selective Vehicle Detection (SVD) solution that uses long-range RFID Readers and ID-tags will be on the stand, together with a version of the company's soon to be launched SLD4 loop detector.

Urban Systems include Siemens' proven Comet UTMC system and the world leading adaptive traffic control system, PC SCOOT, with Siemens Elektra variable message sign (VMS) providing highly visible and concise information to stand visitors.

The Siemens stand also features comprehensive solutions for the evolving Electric Vehicle market, including charging units. The stunning electric-powered e-chopper motorcycle stands centre stage. Custom-built for Siemens AG by Orange County Choppers, the renowned U.S. custom motorcycle manufacturer, the e-Chopper is tangible evidence of the Siemens' value, innovation, and a desire to challenge the norm and embrace new efficient technologies in product innovation.

Based on the highly successful delivery of London's congestion charging scheme and Low Emission Zone, Siemens' expertise in City Tolling schemes and low emission zones is displayed too.

Visitors to the Siemens stand are invited to take part in a fun interactive driving game. In true Grand Prix style, the racer with the fastest lap time on each day of the show will win a bottle of champagne.

In addition to product developments, company representatives will be on hand to advise on Siemens' products designed specifically with global customers in mind, discuss a comprehensive range of consultancy services and flexible funding solutions designed to help customers during times of budget constraint.

Operating from over 20 locations around the UK, Siemens provides a professional traffic equipment installation, commissioning and maintenance service. From the smallest repair of existing equipment, right through to the installation of the largest and most complex projects the company has the ability to respond quickly and efficiently whenever, and wherever it's needed.

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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