

streets ahead

Committed to Quality Traffic Solutions and Service Excellence

High-speed repair service for London

A rapid-response motorcycle service has been introduced for the first time in London to help reduce the time it takes to repair traffic control equipment. Working with Transport for London, a new Siemens liveried Honda Deauville 650, equipped with side panniers, a top box and a flashing amber beacon is now providing a high-speed alternative service to responding to fault calls and distributing spares.

Commenting on the new initiative, Ian Brannon, Siemens' Director of Field Services, said: "Responding to faults within tight contractual timescales is a challenge in any large city. London provides significant challenges in terms of getting to the site, diagnosing the fault and then getting a spare part to the engineer, often within a window of two hours. These constraints led to a serious examination of the spares distribution process in London and some radical ideas to gain improvements. The rapid response motorcycle service delivers a number of benefits for TfL, the motorists of London as well as the environment."

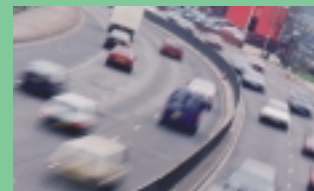
For TfL Mark Beasley, Head of Maintenance and Data Management, added: "We are delighted that Siemens has taken this initiative. It goes some way to fulfilling our declared objective to make London a greener city and in doing so we can expect an improved level of service from the company's engineers."

The average travel time associated with delivering spares around London has reduced significantly. Based at Hayes in Middlesex, the Siemens bike can reach Westminster in less than half an hour, compared to a car or van, which can take up to two hours depending on traffic. Another advantage is that motorcycles are exempt from congestion charging.

Initially, the Siemens motorcycle is being used as a speedy method for delivering spare parts to service engineers, but it is intended to extend this to encompass the fast resolution of simple faults that do not necessarily need the attendance of an engineer.



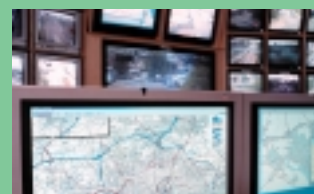
A new tool emerges
Page 2



Cutting the cost of traffic monitoring
Page 4



Smart communications
Pages 6 & 7



Leading the way in UTMC
Page 8



Signalling a safer future
Page 10

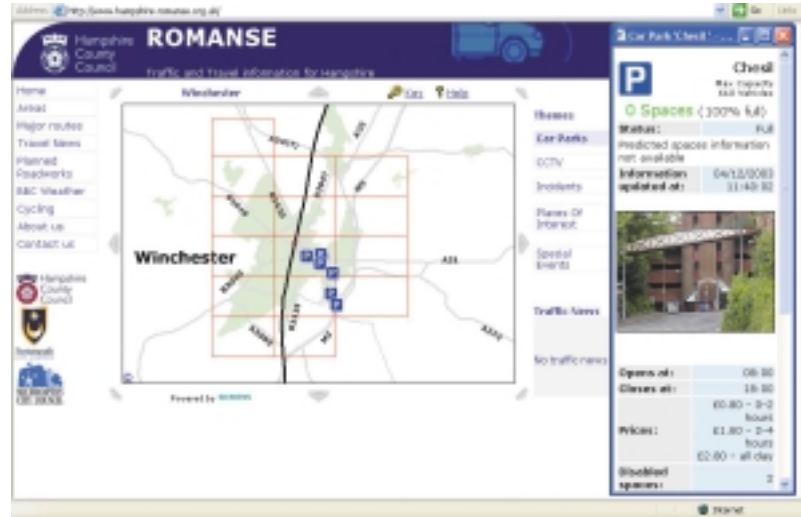
A new tool emerges in Hampshire

Drivers in Hampshire can now check the availability of car parking spaces, traffic flow and other travel information before leaving home thanks to the introduction of new technology by Siemens. eMerge, a web-based mapping solution, enables local authorities to make the latest traffic and travel information available to the general public over the internet.

Using COMET, eMerge offers a single, 'off-the-shelf' solution and a short cut through the process of web development and design. The map software is embedded in a standard template which local authorities can customise or brand with their own colour schemes, logos and additional information.

Commenting on the new tool, Hampshire County Council's Executive Member for Environment, Councillor Keith Estlin said: "This online system gives people access to accurate and timely information which will help them to make informed choices when planning their journeys. An easily accessible and user-friendly service, eMerge, will help travellers to avoid congestion, and will ultimately improve the efficiency of the existing transport network."

Car parks in Basingstoke, Havant, Southampton and Winchester are covered by the scheme, in addition to all of the major routes and areas across the county. eMerge can be seen in action at www.hampshire.romanse.org.uk



Text messaging with Siesign

Siesign is the new modular LED sign from Siemens, designed to deliver enhanced flexibility across a range of driver guidance and information applications. The sign is available either as a modular construction – ideal for small amounts of variable text – or in a more traditional enclosure where more optical assemblies are needed.



Heaters sited in the bottom of the sign enclosure combat condensation, while consuming very little power. The optical assemblies have a polycarbonate front screen to shade the LEDs from the sun and improve contrast in bright conditions. Providing comprehensive status monitoring with a Windows™ based diagnostic facility, Siesign is designed to comply with UK Department for Transport specifications TR2136, TRG1068, EN50293 and TR2130B.

Siesign has a sophisticated electronics module that continually monitors the sign for correct operation. Monitoring is carried out at character level, with the status of each character being assessed every five seconds. Should any character report as faulty, or not respond at all, for three consecutive scans then the sign is blanked and all character assemblies reset.

Cost effective variable messaging

Car park guidance and driver information

150mm character height

Available in 6 or 12 character lengths

Reliable LED technology

Modules for simple flat plate signs

Traditional enclosure and variants available

Multiple communications interfaces

Fully compatible with Siemens Siespace and DUSC systems

features in brief

Apollo lands in Cardiff to help reduce pollution

Measures aimed at reducing levels of pollution generated by traffic on roads in the capital city of Cardiff are being introduced by Cardiff County Council. New Apollo roadside pollution monitors supplied by Siemens are being installed by the Council at strategic hot spots. Apollo is capable of recording gaseous pollutants and the data can be used in real-time to initiate alternative traffic plans or divert traffic away from the most polluted areas of the City.

According to Reg Hill, Operational Manager, Traffic and Transportation, representing Cardiff County Council, Apollo will help the authority address a number of areas of concern as part of its commitment to the City's Air Quality Action Plan. "By connecting the Apollo units to the existing Urban Traffic Control system, we will be able to closely monitor pollution levels and manage the road network more effectively. As a result, we can influence traffic strategies in critical areas and minimise the environmental impact of pollution", he said. Cardiff is an increasingly busy capital city with a daily inflow of around 80,000 commuters and a population of over 300,000.

With the need to reduce pollution being clearly identified in the European Directive for Air Quality, greater responsibility is falling on traffic engineers to manage the road network to minimise its environmental impact. Available with sophisticated logging and display features, the Apollo roadside pollution monitor offers a highly effective means to monitor pollution levels and influence traffic patterns to reduce pollution.



Helios gets the go ahead in London

Siemens' Helios signal heads have been installed for Transport for London at three prestigious sites in central London. In Westminster, the signals at junctions in Parliament Square, Buckingham Gate and Old Palace Yard by The House of Lords have all been replaced with new Helios signals.

The Helios family includes the latest generation of LED optics, providing the benefit of low-power consumption. Utilising Siemens' patented active LED current management and microprocessor controlled lamp monitoring, the Helios LED option delivers an increased life span with reliable and safe operation from a wide range of existing traffic controller equipment. For applications where lamp monitoring is not required, Siemens' Helios Lite provides a cost-effective solution.

“The Helios family includes the latest generation of LED optics, providing the benefit of low-power consumption.”



The new Telscan – cutting the cost of CCTV traffic monitoring

The new Siemens' Telscan is set to provide a lower cost solution for all dial-up CCTV applications. With its upgraded design and improved capability, Siemens' Telscan is an effective dial-up CCTV monitoring system, allowing users to remotely view traffic flow at key points around a road network, without incurring the high costs normally associated with CCTV. The extended range of Telscan dome cameras with full 360° rotation facility can be installed at one or more locations and connected to a Siemens' instation via an ISDN, PSTN or GSM network. Live pictures can also be displayed from individual remote sites in response to operator requests or as a result of a remote alarm.

The Company's Product Sales Manager, Steve Parsons, highlights that Telscan is both modular and flexible, providing a low-cost alternative to the high costs inherent with traditional cable or fibre-based CCTV systems. "Telscan is particularly suitable for applications where remote sites need to be monitored or in situations where only occasional surveillance is required," he said.

A Telscan outstation can support up to six colour cameras, each offering fixed or full pan-tilt-zoom functionality. Multiple sites can be managed by a single instation and the system enables any instation to connect to any site, provided that the communications are compatible and operational passwords are known. The system supports ISDN, PSTN and GSM networks, enabling users to employ the most suitable communications based on the requirements of each site.



Telscan in West Sussex – developing a future strategy

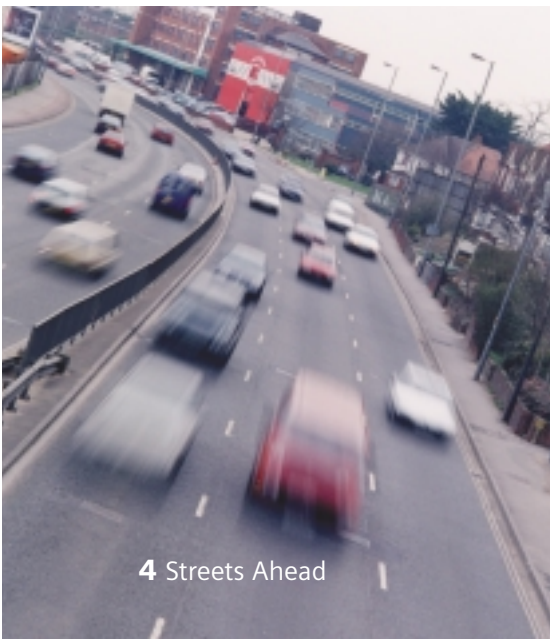
Siemens' Telscan has been selected by signals engineers based at County Hall in Chichester to monitor a remote junction located some 35 miles away. Team Leader, Peter Atkins said: "We get calls from customers complaining about occasional congestion at peak times but have found it difficult to understand the specific problem. Having installed the Telscan unit we can now call up the video very

quickly to diagnose the situation easily." The engineers particularly liked the ease of use, clarity of image and inconspicuous nature of the on-street equipment. Peter added, "We do not currently have a dedicated traffic management control centre and the low-cost, independent installation of the Telscan unit will enable us to evaluate how we respond to such live data across the County and thus develop an appropriate Intelligent Transport System for the future."

Telscan on Merseyside – avoiding jams and congestion

St Helens Council has two Telscan cameras located at Junction 7 M62 to monitor traffic flows at this busy signalised roundabout. The cameras allow the early detection of problems resulting from incidents on the motorway. Before the cameras were installed problems only became apparent once the gyratory had become gridlocked and members of the public telephoned to complain. The Police and the Council's engineers would experience difficulty getting to site because they would also be caught up in the traffic queues.

According to Ian McCooey, representing St Helens Council, Telscan helps to minimise the impact of increased traffic diverted from the motorway, particularly with regard to the traffic flows on the motorway slips and the gyratory itself. "Now with the aid of Telscan, we can see what's happening and can introduce specific plans remotely to the traffic signal controller", he said.



Formula 1 upgrade in Bahrain



A major shipment of traffic technology designed and manufactured by Siemens Traffic in the UK has recently left for Bahrain for the development of a new town and a world-class Grand

Prix motor-racing circuit – the first of its kind in the Arab kingdom. Due for completion in April 2004, when Bahrain will host the Middle East's first ever Grand Prix, the Formula 1 project is considered one of the most prestigious development schemes in Bahrain and it is expected to have a significant impact on the existing road infrastructure.

From new traffic controllers to a range of street furniture, the 16-ton shipment represents the first part of a bulk order for the supply of traffic technology for the expansion and modernisation of Bahrain's existing Siemens Urban Traffic Control system.

The development project includes upgrading the Gulf of Bahrain Avenue from a single carriageway to a three lane dual carriageway, and the Zallaq Highway to a four lane dual carriageway. Additionally, 6.6 kilometres of new two and three lane carriageways are being constructed to access the racing circuit as well as a further 900 metres of single carriageway. Traffic signals, controllers, vehicle sensors and communication units will be installed on the new routes to manage the arrival of in excess of 60,000 spectators, which the Formula 1 event is expected to attract.

Limerick lines up Siemens UTC

Limerick City has joined the long list of locations to install a Siemens Urban Traffic Control system with SCOOT. The system will control over 50 junctions and includes the supply of 20 ST800 controllers, OTUs and 10 car park guidance variable message signs.

In Limerick, the UTC order forms part of a considerable amount of investment and construction work on roads, bridges, industrial developments and civic amenities.

Commenting, Jim McGuire of Limerick City Council said: "Limerick City urban area, with a population of 83,000 has undergone substantial renewal in recent years. Private investment of 1.0 billion euro is expected for urban renewal by 2004 with a similar investment level projected from 2004 to 2010. Associated and supporting this development is a public works investment of 700–800 million euro in the next five years. This will include projects for roads, water and waste water infrastructure. A smaller but important part of the investment is the Urban Traffic Control System, which will be a vital tool to manage traffic flows in the city. We look forward to working closely with Siemens in the development of this project."

The new Urban Traffic Control system includes bus priority, car park guidance facilities, new variable message signs, emergency route priority control and a Prefect Fault Management System.

Siespace enters the Bull Ring

The car park guidance system for Europe's largest retail regeneration project, the £500m transformation of the landmark Bull Ring area in the city centre of Birmingham, has been installed by Siemens. A new Siespace system, along with 29 fixed signs and five variable message signs, guides motorists to vacant spaces in three car parks within the development area.

Upon completion, Mark Bodger the Company's Product Manager, Systems said: "Siespace is a modular system, which gathers information from a variety of sources, and then distributes it to the motorist using variable message signs and the internet. Siespace can operate stand-alone, but in many cases it is integrated with other systems such as an urban traffic control or COMET system. As in Nottingham, this system incorporates the latest GPRS communications technology, resulting in lower operating costs for the system operator."

Opened in September, the new 26 acre Bull Ring is home to major new shopping and leisure facilities, including over 130 shops, restaurants and cafés, and two new markets.



Smart communications in urban traffic management

The recent Local Transport Plan settlements have enabled many local authorities to undertake a significant number of schemes intended to improve traffic and pedestrian facilities around our road network.

However in many cases, revenue budgets have not kept pace and it is often difficult to reconcile the increasing equipment infrastructure with the revenue available to maintain it. This is encouraging some local authorities to look at innovative ways to reduce their revenue budgets.

A traffic based radio network

Two years ago Siemens developed Smartlink, the first dedicated radio network solution for traffic applications. The system was conceived to address several communications issues, and offer local authorities the means to achieve considerable capital cost savings on new schemes as well as major reductions in communications costs associated with running Urban Traffic Control (UTC) systems.

Applications

In its simplest form, Smartlink provides a communication platform for the transmission of remote detector data.

One Smartlink base station, called the Local Unit Controller (LUC), is able to support up to four Remote Units (RUs). Each RU is able to communicate with a maximum of eight detectors.

Smartlink uses the highly reliable DECT (Digital Enhanced Cordless Telecommunications) system, which operates in a dedicated band at 1.88 GHz. Its advanced transmission algorithms ensure that typical transmission delays are kept to less than 100 milliseconds, at ranges of up to 300 metres. The system is not just limited to the transmission of detector data; any digital pulse may be communicated, which makes Smartlink ideal for linked MOVA applications.

The most significant revenue saving feature offered by Smartlink is its capability to provide a local, radio-based network for the transmission of TC12 data for UTC applications.

In this form, one LUC is designated as the Node Controller and interfaces directly to the central office, via a TC12 Line Interface Unit (LIU). The use of DECT enables data to be transmitted easily around the local network in a timely way, ensuring there is no appreciable effect on the UTC system as a whole.



The LIU also allows OTUs at the remote sites to be simply unplugged from their leased line connections and plugged into the Smartlink system. With the possibility of networking up to seven remote sites from each Node Controller, Smartlink offers the potential to replace seven in eight leased lines.

Security

In any radio-based communications system, security is a very important issue and this consideration features highly in the Smartlink design.

Unlike some less secure radio networks, Smartlink is not IP based. Data is transmitted using the DECT transport protocol, which in itself offers a very high degree of security. Additionally, only subscribed units are able to communicate data in the system, making it virtually impossible for an attacker to break in.



Smartlink – the ideal solution

The introduction of any new technology into the road traffic environment requires careful testing and trials to ensure that, once deployed, it will live up to expectations. The Smartlink trials have been conducted in Southampton, with the help of Ray Morris and his team at the ROMANSE centre.

The main product trials have been conducted at six sites in Bitterne, a suburb of Southampton. The sites were chosen as they represent a microcosm of issues that Smartlink was likely to encounter in any widespread deployment. This was considered of great importance, as site layout and features can have a very large impact on the reliability of any short-range radio link. For example, many prospective deployment sites may not be flat, raising particular issues of antenna siting. In addition the sites chosen exhibited differing amounts of foliage and trees, streetlamps, and signage, which were also likely to affect optimum antenna siting.

Bitterne also offered the opportunity to test all the features offered by Smartlink, including TC12 UTC links, detector links of various distances and the serial link capability.

With the wide range of site characteristics, and quite difficult terrain in some cases, the trial has proved to be very useful in terms of perfecting the system and encouraging results have been obtained:

- The radio link has proved to be very robust, achieving a delivery performance of better than 99.5%, more than acceptable for most detector applications.
- Sufficiently reliable to allow multiple TC12 sites to be operated using Smartlink.
- Antenna location is very important to ensure reliable operation and, to achieve any appreciable distance, line of sight is important.
- Existing site infrastructure can play a significant role in determining how easily Smartlink can be deployed.

Reducing revenue costs

In Southampton, it is estimated that once Smartlink is installed, with no annual line costs and no transmission costs, the saving will be about £90,000 a year. In addition, the civil engineering costs of installing a new junction can be four times the cost of the equipment itself, and one of the great benefits of using radio communications is that the need to cut ducts is reduced. This improves the quality of the local environment because there is less disruption to road users and the neighbourhood throughout the life of that junction.

Commenting on the results, Siemens' Product Manager Keith Manston said: "Whilst site related issues have to be considered and a site survey is likely to be required in most instances, if reliable performance is to be assured, the trials in Southampton have proved that Smartlink can provide levels of performance suitable for many traffic applications. Full roll-out of the system is now underway in Southampton, with additional systems already being installed elsewhere in the UK."

i If you'd like to find out more about Smartlink and the potential capital and revenue savings the system could offer your authority, contact our product sales manager Geoff Maynard, by e-mailing geoff.maynard@siemens.com.

The provision of short-range radio communications for road traffic use offers great potential for both capital and revenue savings. Using DECT technology, the Siemens Smartlink system is the first radio network solution specifically designed for use in road traffic applications. Combining multi-functionality and high levels of security, it will deliver cost efficient communications for use in a wide range of traffic applications.



the facts

Resilient, encrypted communications using proven digital radio technology

Up to 87% reduction in UTC related communication charges

TC12 compatibility – simply plug in and save

Replaces cabling and ducting for:

- VA demands and extensions
- Queue, MOVA and SCOOT loops
- Information signs

Typically 300 metre range

Supports single and multiple links

Siemens – leading the way in UTMC development

Siemens has been a major player in the UTMC development programme since its inception during the mid 1990s. The Company continues to be committed to the success of the project, and offers a wide range of systems and products which operate UTMC compliant interfaces.



During the early stages, Siemens was instrumental in taking an active role in several of the research projects, including the first trials in Nottingham and Leeds where outstations from one manufacturer were successfully connected to the system from another manufacturer. Following on from the early research projects, Siemens has been actively involved in three of the four UTMC29 demonstrator projects in Reading, Stratford-upon-Avon and Preston.

The Siemens COMET system has at its heart a UTMC Common Database, providing the key central component of any modern UTMC traffic control centre. This is coupled with a user interface which runs within a standard Internet browser, with facilities presented to the operator either as data entry/display forms or through a map front end. The COMET system also

offers a number of other facilities for the management of route journey times throughout the network.

Siemens Urban Traffic Control system, including the latest version of the SCOOT adaptive traffic control algorithm, has always been at the forefront of developments in communications and the technology involved in traffic control. The addition of UTMC compliant interfaces allows the well proven system to remain fully integrated with the UTMC common database and, in addition, support the use of modern digital communications to the traffic controller using the open protocols and standards of UTMC.

Parking has widely been recognised as a major contributor to urban congestion, and modern parking guidance systems like Siemens Siespace are now used to monitor and control the traffic flows in and around car parks. The Siespace system uses UTMC compliant interfaces to link into COMET, allowing central monitoring and control of the complete traffic network.

The latest development, the Gemini traffic outstation, is designed to provide a common platform for many different applications within the traffic controller, including MOVA, OMU and UTMC OTU. The hardware platform is based upon the very successful existing OMU, allowing current installations to be upgraded whilst

re-using existing interface and expansion cards, thereby providing an extremely cost effective route to implementing UTMC on-street.

In Reading and Warwickshire the existing Siemens UTC systems have been upgraded to provide UTMC compliant links to the new COMET systems installed as the common database. In addition, a new Siespace system, along with both car park guidance and traffic information variable message signs, have been installed in both Reading and Stratford-upon-Avon with UTMC links into the COMET common database. In Preston, the Company has recently replaced the existing countywide UTC system with a new UTMC compliant system, and the new Gemini outstations have been installed.

The Gemini traffic outstation is the latest addition to the Company's UTMC compliant product portfolio. Committed to supporting the ongoing development and implementation of UTMC within modern traffic control systems and installations, Siemens is promoting the use of these technologies wherever applicable in future developments.



The power of a partnership

New long-term partnership contracts established with Siemens Traffic are being recognised by local authorities as an effective and flexible way to build a stronger working relationship with the Company for the benefit of traffic managers and road users alike. Based on providing 'best value', the Company offers a wealth of traffic experience, technology and expertise. As a result, such arrangements are already in place in Essex, Bristol and Hampshire, with the focus on achieving greater efficiency and improved performance.

In Hampshire, a new partnership contract will run to 2008, extendable to 2011, enabling the local authority to draw on a considerable wealth of traffic experience and technology. Won by competitive tender, the

contract covers the maintenance and supply of all related traffic control equipment and traffic information systems in the area.

On completion of the contract signing, Hampshire County Council's Executive Member for Environment, Councillor Keith Estlin, said: "We're very much looking forward to developing a close working partnership with Siemens.

Neither partner will rest on its laurels, but will look for ways to continuously improve our working practices by taking advantage of the flexibility built into the contract. I'm confident this contract will bring benefits to both parties – and Hampshire's road users."

A similar arrangement for the supply of new equipment and maintenance has been jointly established with Bristol City Council, North Somerset and South Gloucestershire Councils.

Speaking on behalf of the lead authority, Bristol City Council, Head of Traffic and Transport Richard Rawlinson, commented on the 10 year contract: "The power of a partnership contract in this case is that it is assisting all three local authorities to deliver technical traffic control solutions and associated maintenance, in support of our Local Transport Plans. Joint working arrangements also support local authorities' principles of 'best value', which is at the heart of delivering any local transport service."

Bruce Slattery, Traffic Signals Control Manager for Bristol City Council, added: "The contract will help to develop an excellent working relationship with Siemens, thus ensuring an efficient and responsive service is available to all stakeholders."

The power of a partnership contract in this case is that it is assisting all three local authorities to deliver technical traffic control solutions and associated maintenance, in support of our Local Transport Plans.



According to Peter Gorton, the Company's Business Development Manager, building a strong working relationship helps improve both quality of service and cost-effectiveness, "We are convinced that the partnering approach has a great deal to offer our customers.

From design through supply and installation to operation and maintenance, we believe that our combination of skills is unrivalled in the market place, and provides a way of achieving solutions to a number of challenges in a painless and cost-effective manner."

Improving road safety and reducing traffic congestion is at the heart of Siemens' traffic products, systems and service, and the efficient maintenance and supply of all traffic control equipment from a single source can only have a positive impact on roads for the benefit of motorists and pedestrians.

Signalling a safer future

Recently, two facts about the UK road network have received widespread publicity. Firstly, research has shown that the majority of road deaths occur outside built-up areas on single carriageways. Secondly, most serious road accidents take place within built-up areas.

Acknowledging this, Siemens has launched a new initiative, Safety Solutions, to harness the Company's expertise and deliver a range of products and solutions, all geared towards creating safer roads and traffic junctions.

With the Company's traffic management expertise at the heart of the service, Safety Solutions recognises that technology can help reduce death and serious injury on the UK road network. Siemens' warning signs together with Sieclass can play a key role in helping traffic engineers minimise the dangers and alert motorists to potential hazards.

Sieclass provides accurate information on vehicle type and speed and can be easily configured to activate controllers or warning signs. Data can be used to




extend the green phase or provide extended all red periods at traffic lights to allow particular vehicles to pass through safely, or activate warning signs if certain vehicles are approaching a corner or junction too fast. Installing a low cost warning sign provides a very cost effective yet powerful safety solution to a potentially dangerous highway.

Such technology has already been installed at a notorious accident black spot on the Dublin to Derry road in the Republic of Ireland. In recent years, Slane Bridge in County Meath has been the scene of a number of serious incidents, mainly involving heavy goods vehicles. "The approach road to the bridge is a steep hill and while some drivers may have misjudged their speed, a number of vehicles have suffered mechanical failure resulting in fatal accidents", explains Brian Lee of LE Electrical, Siemens Traffic's partner company in the Republic of Ireland. As well as one lorry careering off the bridge and into the river Boyne, another crashed into a car killing one of the passengers. More recently a refuse truck toppled over demolishing part of the bridge, but fortunately the driver escaped without serious injury.

As a result Meath County Council and the National Roads Authority have introduced a number of traffic calming measures at Slane Bridge. In addition to accurate vehicle classification, Sieclass has helped to slow down traffic using the bridge and with the segregation of heavy goods vehicles from other vehicles.

Sieclass is able to utilise existing standard SDE/SA loops to provide full vehicle classification as well as all standard Remote Monitoring and DUSC functions, and can be configured to activate signs or other equipment such as traffic controllers to offer a wide range of safety applications.

Other safety solutions from Siemens incorporate the company's flagship ST800 controller, recognised throughout the UK as the most reliable intersection traffic controller, providing a high level of intersection safety control. The ST700P is already helping pedestrians cross busy roads in safety and can support all UK approved crossing strategies.

 For more information on how Siemens can help you to design safety into your road network, e-mail russell.clarke@siemens.com

Siemens engineers are available to help local authorities design safety into intersections.



More maintenance for Siemens in Scotland

A consortium of seven local authorities in Scotland have joined forces to place a new long term contract with Siemens Traffic for the maintenance of all related traffic control equipment and traffic information systems in the south east of Scotland – the second time the group of authorities have placed the contract in this way. Lead authority for the contract West Lothian Council heads the group which includes Mid Lothian, East Lothian, Stirling, Falkirk, Borders and Clackmannan. Won by competitive tender, the contract is for an initial period of three years with an option to extend for a further two years.

Covering a wide geographic area, the new contract includes the maintenance and repair of traffic equipment at over 100 road junctions and at 130 other sites. The contract also incorporates optical maintenance and the provision of the Company's proven maintenance management system, Prefect.

According to West Lothian's Rory Cameron, representing the consortium, the seven councils have already experienced good standards of service from Siemens in the past and the new contract was awarded on an 'extremely competitive' basis. Rory added: "Won on a combination of both quality



The seven councils have already experienced good standards of service from Siemens in the past and the new contract was awarded on an 'extremely competitive' basis.

and price, this new contract represents exceptional value for the participating authorities. As a result, efficient maintenance of traffic equipment can only improve the effectiveness of the road network and benefit motorists in the area."

For Siemens Traffic, Regional Sales Manager, Dick Scott comments: "Our aim is to provide best value through improved maintenance and operation of traffic control and information systems. Residents and visitors alike can therefore expect to gain from more reliable equipment and safer roads."

Green light on Guernsey

All of the traffic signals and associated on-street equipment on the holiday Island of Guernsey will be upgraded with technology and equipment from Siemens over the next three years.

The second largest of the Channel Islands has a total population of 60,000, which comprises 45,000 car owners using more than 450km of roads. The three-year contract allows for extensions including a remote monitoring and selective vehicle detection system. Commenting on behalf of the States of Guernsey, Peter Tidd, Director of Transport Services, said: "In addition to improving traffic flow with modern vehicle-activated signs, the new equipment will provide greater flexibility and reliability. As a result, we expect to experience fewer operational difficulties and require less maintenance and servicing." Upon completion, Siemens will maintain equipment on the Island for a further five years.




Siemens systems users meeting in Bournemouth

As the Prime Minister and his delegates left Bournemouth following the party's annual conference, users operating Siemens systems began their own annual meetings in early October. Operators of Siemens' Remote Monitoring, Urban Traffic Control and Prefect systems gathered in the town to discuss developments and updates for each system. For the first time, two additional meetings were held to incorporate the increasing number of authorities operating the Company's Siespace car parking

guidance and COMET traffic management systems.

Hosted by Siemens, over 100 users attended, with the traffic management authority in Port Elizabeth making the longest journey from South Africa, to take advantage of the case study presentations, user experiences and training sessions which were delivered over the three days.

 For further details and to view copies of the presentations given during the three days, visit the Forums pages on www.siemenstraffic.com



Technology update

The first in a series of new interactive technology update seminars will be hosted by Siemens in Scotland in February. Designed for local authority representatives, consultants and traffic engineers, the event will take place at the Golden Lion Hotel, Stirling on Tuesday 24 February 2004. The seminar will provide an opportunity for transport professionals to discuss current advances in the field, and the shape of the future market and emerging requirements being addressed by Siemens.

Previously the Company has hosted similar seminars in Dublin, Portsmouth, Birmingham, Bristol, Manchester, Newcastle and London, delivering a programme of presentations to in excess of 300 delegates on a wide range of topics.

If you'd like to register for this event, or receive information about future seminars, please e-mail nicola.baker@siemens.com

Events diary

Siemens Traffic will be participating in the following events:

30 March – 2 April
Intertraffic,
RAI Amsterdam

20 – 22 April
IEE Road Transport Information and Control Conference and Exhibition,
Kensington Town Hall, London

8 – 9 September
JCT Signals Symposium,
Nottingham University

18 – 22 October
ITS World Congress,
Nagoya, Japan



Keep ahead

If you would like to receive your own copy of *Streets Ahead*, all you have to do is email your address and contact details to nicola.baker@siemens.com and we shall make sure that you are put on the mailing list for future copies.

How to contact us

Write to us at:

Sopers Lane, Poole,
Dorset BH17 7ER UK

Tel: 01202 782000

Fax: 01202 782434

Email:

traffic.sales@poole.siemens.co.uk

Or visit our website:

www.siemenstraffic.com