

Streets Ahead

The magazine of Siemens Mobility, Traffic Solutions | March 2011

www.siemens.co.uk/traffic

SIEMENS

NEWS

CONTRACTS

PRODUCTS



SafeZone trial
proves a success
page 5



Visit us at
Traffex 2011
page 8-10



Heimdall
Siemens' all-new pedestrian detection
page 3

Welcome...

to Streets Ahead, the magazine of Siemens Mobility, Traffic Solutions



Matthew Vincent,
Deputy Sales and
Marketing Director

Welcome to the latest issue of Streets Ahead, timed to coincide with Traffex 2011. It hardly feels like two years have past since Siemens last stepped onto the NEC stage - the lengthy planning and preparation for this key event seem all too familiar. But take a minute to reflect on the happenings of the event presents itself to a very different market place than before. A new Government, seeking unprecedented spending cuts. Protests and calls for political change around the world, leading to market uncertainty and increasing energy prices. Two of the worst winters on record, with appalling driving conditions and, of course, an expensive pot hole legacy.

In this new, challenging and uncertain market, we trust it is reassuring to see Siemens once again

supporting Traffex and reinforcing its commitment to the traffic market. On our stand, we showcase an array of new and exciting developments. But alongside these new innovations, you'll see familiar products (and faces) that reflect our long term commitment to our customers. We are proud to build our products in the UK and proud that our manufacturing facility in Poole was voted Best UK Factory 2010 by Cranfield School of Management.

In this edition of Streets Ahead we highlight new products, share recent contract wins and explore new approaches to addressing traffic and transport challenges with reduced budgets. I hope you find it varied and interesting and look forward to welcoming you onto our Traffex stand: D10.

At your service

It's not just the fact that we now maintain well over half of the traffic signals or install the majority of Extra Low Voltage controllers across the UK that serves to remind you, our customers, that we are fully committed to quality traffic solutions and service excellence.

In addition to a proven track record of delivering and maintaining reliable products, built over many years, Siemens' leading position in the UK traffic market is underlined by a continued desire to look at things differently and introduce tested innovation to the traffic product and service portfolio.



But it's not just about products or the way in which we put them together in our award winning UK factory (see page 17). We're constantly looking to deliver new forms of maintenance contract, we've extended our range of consultancy services (see page 6) and have also recently revealed a range of innovative commercial and funding solutions (see page 7). Siemens is rapidly establishing a reputation for its flexible and speedy approach to systems development too. Based on an agile development process, new releases of Siemens UTMC common database solution, Comet, are now heavily influenced by regular and prioritised customer input. Engaging the customer in both test and development sprints enables a succession of outputs to be presented to customers and small updates to be released more quickly on a regular basis.

Supporting the company's smarter approach Peter Jones, Principal Engineer - Traffic Operations, representing 2020 Liverpool Limited stated: 'It's a giant leap forward in customer satisfaction. It's highly refreshing and rewarding to be working so closely with Siemens to accelerate the development and delivery of improvements to Comet and in turn continue to enhance the management of the road network in Liverpool.'

Meeting customer needs at an operational level requires significant customer involvement and flexibility in the requirements rather than a strict adherence to a pre-agreed feature list. The flexibility on requirements however must be strongly governed by an agile process and strong stakeholder engagement.

Siemens' philosophy also embraces a flexible approach to service management and has enabled a growing number of customers to improve efficiency, achieve savings and get better value from their maintenance contracts.

According to Mick Murphy, the company's Field Services Director, working closely with customers to understand the local needs is at the heart of the company's traffic products, systems and service. 'With local government spending cuts, it's increasingly important to provide the most competitive service and best performance that truly meets the demands and expectations of our customers,' he said.

 matthew.vincent@siemens.com

All-new pedestrian detection

The company's range of above ground detection is now complete following the introduction of Siemens' all-new Heimdall pedestrian detectors. The new radar-based kerbside and on-crossing solutions sit along side the SCOOT, MOVA, stop-line and VA options, such that Siemens' Heimdall now offers a complete solution for the detection of both vehicles and pedestrians.

Using advanced radar technology, Heimdall is largely immune to changing environmental conditions including sun and shadow, snow or fog, ensuring reliable detection and is simple and cost-effective to install and equally economical to maintain.

Head of Product Management, Keith Manston, said: 'The all-new family of Heimdall detectors offers high performance, simple installation and low on-going maintenance, while Heimdall's compact form ensures that unnecessary street clutter is minimised'.

At the heart of each detector is a technologically-advanced planar radar antenna system and a sophisticated digital signal processing engine. Developed by Siemens, Heimdall incorporates unique features that provide excellent pedestrian detection, count and occupancy performance as well as 'gap' detection capabilities, ideal for SCOOT and MOVA applications.



 steve.parsons@siemens.com

Makeover for nearside pushbutton units

A newly-designed pedestrian signal family is now available from Siemens with a wide choice of signalling options combining advanced functionality and modern good looks. Built in high precision die cast aluminium, the new Helios range incorporates a complete set of nearside and wait-style signals using standard and narrow fields of view optics.


According to Head of Product Management, Keith Manston, advanced optical design provides exceptional visibility of the signals in all lighting conditions. 'The enhanced illumination on the nearside demand unit offers an extremely clear and positive indication to the pedestrian, once the demand button has been pushed,' he said.

As well as traditional two-part nearside units, the brand new range now offers a

'combined' version of the nearside signal, encapsulating both demand and display elements within a single attractive enclosure.

The new pushbutton units are offered with a choice of both traditional incandescent lamps and the latest low-power LED optics on selected units. Improved longevity with LED technology means lower power, fewer maintenance visits and reduced carbon emissions.



 steve.parsons@siemens.com

Exclusive new low-level access pole

A new traffic signal pole specifically designed to provide low-level access has been introduced by Siemens. The exclusive new design provides safe access near to ground level in Extra Low Voltage (ELV) installations, minimising the need to work at height and easing maintenance, and is further evidence of the company exploring new and innovative traffic solutions.

The all-new low-level access pole has been developed following the rapid growth of ELV traffic signalling equipment, another highly successful innovation from Siemens. With ELV installations, there is no longer the need to keep terminations away from street level. Terminations are contained within a water resistant enclosure and to further enhance the solution, a vented pole cap is available to minimise the build-up of moisture or ground gas.

The new pole maintains the standard 114mm diameter and is designed to fit NAL retention sockets. The low-level, flush access door is positioned to allow near side and wait indicators to be installed at their normal height.



 steve.parsons@siemens.com

SafeZone trial proves a success

A six month trial to test the viability of a solution to reduce vehicle speeds in urban areas and improve road safety has recently ended with encouraging results. SafeZone, Siemens' new average speed enforcement solution, was installed outside Springdale First School in Poole last September to measure the average speed of vehicles travelling past the school.

Three SafeZone ANPR cameras were installed along Springdale Road with each single camera monitoring two lanes of traffic, in both directions. The SafeZone system uses 3G mobile communications to send both summary data and evidential images to the back-office system, hosted at Siemens' premises in Poole.

Prior to the trial an independent survey measured an average of 64 vehicles per hour travelling above 40mph past the school during peak hours. This has decreased to 16 vehicles per hour, although the results of the final independent survey confirm a slight rise in this number as the scheme is not currently being enforced. Given the success of the trial in improving safety and gaining the support of parents and local residents, SafeZone will remain in place on Springdale Road for the time being.

According to a survey conducted by Springdale First School, 93% of parents agree or strongly agree that the use of average speed cameras as part of the SafeZone trial is beneficial and 95% agree or strongly agree that involving the children in the SafeZone project by designing street signs is a good thing. 78% of respondents noted that vehicle speed has decreased and there is an increased awareness of the need for safe speeds.

The trial included the installation of new eye-catching road signs that incorporate a 'slow down' message designed by a Springdale pupil. The children at the school also received new hi-visibility duffle bags from Siemens bearing the SafeZone symbol.

 kevin.jones@siemens.com



New loop detector

Coming soon, Siemens new SLD4 loop detector. Offering excellent detection performance as well as an automatic set-up feature that ensures all detectors in a rack perform optimally, without interference. For challenging or unusual applications a new PC support tool enables many aspects of the detectors performance to be optimised for each unique situation. More detail will be available in coming weeks.

COMING SOON

Consultancy Services

Traffic consultancy services extended

From March 2011, Siemens' regionally based Design Services team will be known as Consultancy Services, reflecting its wider offering as traffic management consultants with overall responsibility for the delivery of policy and business objectives. Providing advice and expertise on all disciplines of ITS and traffic management from evaluation and modelling to design implementation and commissioning, Siemens' Consultancy Services form an integral part of a customer's decision making process.

According to Head of Consultancy Services, Brian Carpenter, the new name is a far better description of the team's broader offering to its existing and potential customers beyond its proven traffic design expertise. The company has an enviable reputation for the provision of a comprehensive range of solutions for managing, maintaining and optimising

the planning, deployment, operation and maintenance of traffic technology throughout the UK.

Siemens Consultancy Services are therefore well placed to provide advice on how customers can achieve their business objectives taking account of organisational, economic, legislative and other factors.

The company has also extended the team recently by opening new traffic consultancy offices in central London to both complement its existing operations in the capital and enhance its ability to respond more quickly to opportunities and new projects on behalf of Transport for London (TfL) and surrounding customers.

Brian Carpenter added: 'Working alongside our Congestion Charge team in London, it is important to provide the right level of service and expertise in areas of high demand.'

As part of TfL's ambitious program of traffic signal modernisation, refurbishing 200 traffic signal sites a year, Consultancy Services was commissioned to re-design a number of sites to the latest TfL standards, capitalising on new technologies and recalculating signal timings to reflect current traffic patterns. This included managing and coordinating the works on each site; from design to implementation and commissioning.

Siemens has a long and distinguished record of supporting public sector partners at the national and local level and helping to deliver excellent public services and best value. Siemens' determination to achieve high performance and excellent results ensures that client's needs and challenges are deeply understood and incorporated into services, products and ways of working.

According to Brian Carpenter, Transport for London is the UK's largest highway authority and is responsible for over 6,000 traffic signal controlled sites ranging from pedestrian crossings to complex junctions and signalised roundabouts. 'Siemens has always worked closely with TfL, installing and maintaining traffic signal equipment throughout the Greater London area', he said.

The capability of Consultancy Services' multidisciplinary team of engineers and consultants covers all ITS disciplines and its regional structure ensures an agile and flexible response to client needs that takes account of local conditions and strategic objectives. The expertise of the Consultancy Services team can be applied across all areas of ITS to help clients address the traffic management problems they face day to day from signal control designs for individual junctions and pedestrian crossings to wide area traffic management strategies.

 brian.a.carpenter@siemens.com

Financial services

Introducing innovative funding solutions

Siemens has always strived to deliver quality traffic solutions and service excellence but in the current climate of budget cuts and uncertainty, many of our customers are desperately looking for ways to deliver the services required of them with limited or even no funding.

According to Richard Brown, representing Siemens Financial Services, 'Faced with significant budget constraints many customers are unable to see a way to improve the effectiveness of traffic management systems, reduce risk and improve efficiency, including the wider objectives such as carbon reduction targets,' he said.

To help customers sustain existing traffic management programmes and update traffic equipment to make the most of the latest technology within significant budget constraints, the company is offering a range of innovative commercial funding solutions.

The new facilities range from payments plans and managed service arrangements to asset financing and budget release programmes:

Payment over time and pay as you use facilities

Compared to standard capital investments, Siemens funding can help customers acquire essential assets with the minimum impact on budgets. With low start options, spread payments and payment deferrals, customers can overcome budget limitations and access future budget periods.

The concept behind pay as you use is simply to collect together all associated costs within a project and make a single regular payment for it. In certain cases this may involve hosting or outsourcing.

During these challenging economic times, Siemens is committed to helping customers find ways of carrying on business as usual. To find out more, contact Richard Brown 07921 244956.

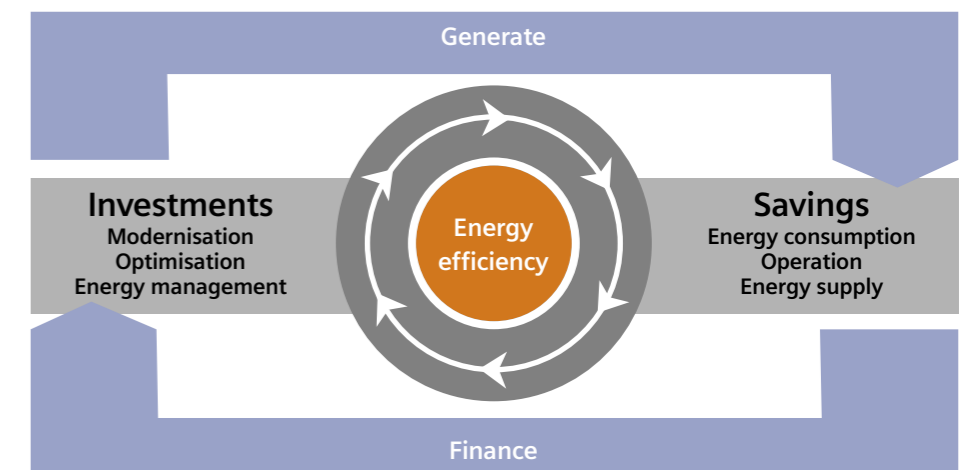



Public/Private Partnership (PPP) arrangements

A complete equipment installation, maintenance, service and replacement programme that transfers risk and ensures cost savings and accelerated replacement of ageing, failing or obsolete equipment. Specifically designed to assist customers acquire more energy efficient equipment where the energy savings could pay for the investment. (See diagram below)

Asset financing and budget release programme

The simple solution to stretch a budget by using leasing and other asset finance solutions. In qualifying cases, the opportunity to sell and leaseback previously purchased equipment, which will provide the cash flow to kick-start vital projects.



kevin.jones@siemens.com
 richard-brown@siemens.com

Traffex seminar presentations

Come and hear from our experts



Tuesday 29 March 2011
11:00 – 11:45

SafeZone: a new approach to road safety.

Mark Bonnor-Morris, Business Development Manager presents the compelling results of an extended average speed enforcement trial in an urban environment (see page 5)



Wednesday 30 March 2011
14:00 – 14:45

Addressing the challenges of pedestrian detection

Keith Manston, Head of Product Management reviews the challenges, benefits and opportunities of using radar technology to detect pedestrians (see page 3).

Key contacts

Sales and Marketing Director:
Tom MacMorran
T: 07808 823676
E: tom.macmorran@siemens.com

Deputy Sales and Marketing Director:
Matthew Vincent
T: 07808 822258
E: matthew.vincent@siemens.com

Sales
Head of Regional:
Steve Parsons
T: 07808 825971
E: steve.parsons@siemens.com

A team of four regional sales managers is led by Steve Parsons:
Scotland: Dick Scott
T: 07808 824895
E: dick.scott@siemens.com

North: Ian Donaldson
T: 07808 823894
E: ian.donaldson@siemens.com

Central: Frank Steinheimer
T: 07921 245191
E: frank.steinheimer@siemens.com

South East: Chris Cheesman
T: 07808 824142
E: chris.cheesman@siemens.com

Head of UK Product Sales:
Nigel Weldon
T: 07808 824316
E: nigel.weldon@siemens.com

A team of three product sales managers is led by Nigel Weldon:
VMS and Comet: Colin Pennington
T: 07808 826416
E: colin.pennington@siemens.com

Urban systems: Gary Cox
T: 07808 824102
E: gary.cox@siemens.com

JTMS, Telscan and SafeZone: Kevin Jones
T: 07921 242994
E: kevin.jones@siemens.com

Tendering
For all other controller or tendering enquiries, contact:
Paul Goldsmith:
T: 01202 782270
E: sales.stc@siemens.com

Consultancy Services
Head of Consultancy Services:
Brian Carpenter
T: 07808 825624
E: brian.a.carpenter@siemens.com

A team of regional consultancy services managers is led by Brian Carpenter:
Worcester/Glasgow: Martin Andrews
T: 07808 828083
E: martin.m.andrews@siemens.com

Pool/London: Craig Hamilton
T: 07808 823350
E: craig.hamilton@siemens.com

Belfast: David Davidson
T: 07808 823924
E: dave.davidson@siemens.com

Ashby: Nick Rule
(reports to Martin Andrews)
T: 07808 824137
E: nick.rule@siemens.com

Visit us at Traffex 2011

Stand D10, Hall 4, 29-31 March



SLD4 Loop Detector NEW
see page 5

The new Siemens SLD4 loop detector offers excellent detection performance as well as an automatic set-up feature which ensures that all detectors in a rack perform optimally, without interference. For challenging or unusual applications, a new PC support tool enables many aspects of the detectors' performance to be optimised for each unique situation.

Selective Vehicle Detection NEW

Siemens' new Selective Vehicle Detection (SVD) solution is an unobtrusive RFID above ground detection system offering cost effective and reliable traffic management by granting priority to selected vehicle categories. Siemens has the capability to supply, install and support a complete end-to-end SVD system, delivering significant savings over traditional inductive loop based priority systems.

URBAN SYSTEMS Comet

Siemens' proven Comet UTMTC system, an advanced common database, traffic management and information solution forms the hub of many Traffic Control rooms across the UK. Offering a range of deployment options and flexible adapters to integrate the widest range of data, Comet is individually tailored to the requirements of each installation. The latest developments being demonstrated include a completely new strategic management tool as well as the integration of live CCTV. The CCTV module is available for use with any UTMTC common database, offering the cost effective integration of CCTV into the operator workstation using standard web technology. Linking directly to ANPR cameras for total journey time monitoring solutions, Comet now integrates the latest UTMTC specification, supporting multiple cameras and cross-boundary links, ensuring the most accurate, up to date information is available to operators and the public via the web-publishing module.

PC SCOOT

Integrating the world leading adaptive traffic control algorithm, Siemens' established PC SCOOT system offers numerous benefits for the effective real-time management of traffic and congestion. Operating on a PC, the system interfaces seamlessly into UTMTC solutions, offering the latest communications solutions alongside reduced equipment and maintenance costs. The latest release, SCOOT MMX, will shortly be integrated into PC SCOOT offering additional features for the management of vehicles and pedestrians, maximising network efficiency.

complete solution for the detection of both vehicles and pedestrians. Using advanced radar technology, Heimdall is largely immune to changing environmental conditions including sun and shadow, snow or fog, ensuring reliable detection and is simple and cost-effective to install and equally economical to maintain.

Pedestrian signals and pushbutton units NEW
see page 4

A newly-designed pedestrian signal family with a wide choice of signalling options combining advanced functionality and modern good looks. Built in high precision die cast aluminium, the new range incorporates a complete set of nearside and wait-style signals using standard and narrow fields of view optics.

Low-level access traffic signal poles NEW
see page 4

The new low-level access signal pole provides safe access in Extra Low Voltage (ELV) installations, minimising the need to work at height and easing maintenance as terminations are contained within a low level water resistant enclosure near to ground level. A vented pole cap is also available to minimise the build-up of moisture and ground gas, further enhancing the solution.

LED Retrofit solutions

Siemens retrofit solutions enable both Helios and Peek Elite incandescent signals to be upgraded to Siemens LED. Retrofit kits allow for the simple swap out of ageing and inefficient incandescent signal aspects for both pedestrian and intersection Low Voltage (230V) control.

UTMTC OTU

Siemens' UTMTC traffic outstation was the first OTU on the market to deliver full UG405 compliance. With outstanding user accessibility and up to four integrated MOVA steams, the Siemens OTU provides a comprehensive, flexible solution for UTC connectivity of all on-street equipment using copper, fibre or wireless communications, including 3G.

Heimdall NEW
see page 3

Siemens' range of above ground detection is now complete following the introduction of Siemens' all-new Heimdall pedestrian detectors. The new radar-based kerbside and on-crossing solutions sit along side the SCOOT, MOVA, stop-line and VA options, such that Siemens' Heimdall now offers a

ROADSIDE SOLUTIONS

ST900 Extra Low Voltage controller
The Siemens ST900 ELV system has become the ELV industry benchmark solution for busier and more complex junctions. Proven to significantly reduce energy costs, the ST900 ELV also places greater emphasis on safety, for both maintenance engineers and the travelling public.

ST750P Pedestrian controller
The ST750P family of high performance pedestrian controllers is certified to TR2500 and provides Pelican, Puffin and Toucan control strategies at both low voltage (230V) and extra low voltage (48V) drive levels.

Helios Extra Low Voltage signal heads
The Helios range of traffic signals is renowned for delivering optimum clarity and reliability. Operating at standard 230V and 48V, the range features a choice of head options including Siemens' SIRA style enhanced optics and the latest LED Central Light Source (CLS). Helios ELV signals offer the additional benefit of very low power consumption, reduced energy costs and improved safety on-street.

Elektra

Siemens' Elektra variable message sign (VMS) family provides highly visible and concise information to drivers, enabling them to be better informed, reducing traffic congestion and journey times while lowering pollution levels from queuing traffic. Elektra offers a highly configurable, adaptable and flexible solution to meet the requirements of variable message signs in a wide variety of different situations.

Siemens Fault Management System NEW

The new Siemens Fault Management System will be showcased at Traffex. The Siemens FMS is a hosted, ITIL conformant, web based system allowing access from any internet enabled terminal. Automatic fault reporting from UTC, RMS and 3rd party systems comes as standard, with Asset Management offered as an additional module.

GLOBAL SOLUTIONS

With a growing number of customers in overseas markets, company representatives will be on hand at Traffex to advise on Siemens' products designed specifically with Global customers in mind. Of particular interest will be the compact Siemens ELV intersection controller that is compatible with a range of signal heads, also on display.

TRAFFIC SOLUTIONS IN THE UK

Siemens is committed to the UK Traffic Market. Information here reflects the extent of Siemens' UTC systems deployed across the country and the total number of service contracts with Siemens which now represents more than 50% of UK market share. Operating from over 20 locations around the UK, Siemens provides a professional 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.

FUNDING SOLUTIONS NEW
see page 7

Siemens can offer a competitive range of commercial funding solutions to help local authorities and traffic managers continue to fund traffic management programmes and equipment renewal programmes in times of significant budget constraints. The new facilities range from payment plans and managed service arrangements to asset financing and budget release programmes. Siemens financial experts will be on hand to advise and discuss specific requirements.

CONSULTANCY SERVICES
see page 6

The capability of Consultancy Services' multidisciplinary team of engineers and consultants covers all ITS disciplines. Its regional structure ensures an agile and flexible response to clients' needs and takes account of local conditions and strategic objectives. The expertise of the Consultancy Services team can be applied to help clients address the traffic management

problems they face day to day; from evaluation and modeling, to design implementation and commissioning, including signal control designs for individual junctions and pedestrian crossings to wide area traffic management strategies.

CITY TOLLING

Siemens' expertise in City Tolling schemes and Low Emission Zones is based on the highly successful delivery of London's congestion charging scheme and the London Low Emission Zone. Using the new Siemens Scire ANPR camera, with its wide lane coverage and bi-directional capture functionality, Siemens is able to deliver comprehensive system coverage with fewer cameras and outstation equipment, providing a cost effective and visually unobtrusive solution. Offering market leading technology and innovative solutions including tolling, enforcement, financing, billing, operations and maintenance, Siemens is ideally placed to provide the complete City Tolling or LEZ solution.

ROAD SAFETY

SafeZone NEW
see page 5

SafeZone is an average speed enforcement solution specifically designed to enforce speed limits at safety critical areas such as outside schools and in villages. Using the new Siemens Scire ANPR camera, the solution provides a new and reliable approach to improving road safety. A recent trial of the SafeZone solution is the subject of a presentation in the Traffex Theatre – see pages 8.

MultaRadar S780

A new concept in speed enforcement, Robot is a fixed radar-based digital system that offers enhanced flexibility and functionality over existing legacy wet-film cameras.

SOLUTIONS FOR ELECTRIC VEHICLES NEW
see page 11

As one of the world's largest providers of sustainable solutions, Siemens is establishing a leading role in the evolving Electric Vehicle market. Siemens' solution for the UK Electric Vehicle market is built on four key components; industry leading EV charging technology, modular back-office management software, extensive contact centre capabilities and comprehensive service packages, tailored to meet individual customer requirements and ensure maximum system availability and safety. The company's stand features new Electric Vehicle charging units and an electric-powered motorcycle, custom-built for Siemens by Orange County Choppers, the renowned U.S. motorcycle manufacturer that specialises in custom designs.



Driving innovation

At Traffex 2011, Siemens unveils its range of new technology and capabilities for the evolving Electric Vehicle market. The company's stand features Siemens new Electric Vehicle charging units. Siemens is already engaged in a number of major projects across Europe to devise and develop the future solutions and business models that will establish Electric Vehicles as a viable and attractive transport option in the near term.



According to Mark Bonnor-Moris, Business Development Manager, the company's strengths are based on management, support and equipment. 'We are uniquely placed to play a key leading role. Our comprehensive understanding of this exciting technology and opportunity originates from an unrivalled capability and experience of delivering large infrastructure solutions across both energy and transport sectors. Also, Siemens is the only company worldwide that can deliver products, services and know-how along the entire energy conversion chain, from power generation, to transmission and distribution, he said.

As delivery partner for Source London, the Capital's ambitious plan to develop the UK's largest electric vehicle charge point network with more charge points than petrol stations in the city, Siemens provides IT and services for the back office operations. However, the

company's capabilities in the Electric Vehicle market extend significantly further, from charging infrastructure and software to service maintenance, call-centre management and fleet services.

 mark.bonnormoris@siemens.com

Major upgrade in Coventry

As part of the West Midlands UTC Major Scheme, Coventry City Council has secured significant funding to upgrade traffic signals with Siemens Extra Low Voltage (ELV) equipment. The upgrades and the improvement of the network communications are aimed at saving energy and improving traffic flow on strategic routes throughout the West Midlands.

Nine strategic sites will be equipped with new UTMC-compliant outstation transmission units (OTUs). In addition, a completely new PC SCOOT in-station and replacement ELV traffic controllers and signal heads will be supplied and installed by Siemens.

The first area to benefit from the improved energy-saving lights will be Stoney Stanton Road, a main route in Coventry which leads from the A444 into the city centre. Additional corridors are being investigated at the moment and will be implemented in due course.

The sites will be linked to the Siemens UTC which will allow Coventry City Council 24hrs a day communication with the new equipment utilising SCOOT technology improving the traffic flow and control on this significant route in Coventry.

On behalf of Coventry City Council, Sunil Budhdeo said: 'Siemens has completed an initial installation at Kenilworth Road. This installation was done on time and to a high standard, and demonstrates the reasons Coventry is working with Siemens on major schemes using ELV technology.'

The work is part of the council's commitment to saving energy, improving safety and journey reliability. The new LED traffic lights use less power and will be more visible to drivers in bright, sunny conditions. This has the double advantage of saving energy and increasing safety for road users.

 gary.cox@siemens.com



Other recent upgrades have also taken place in Manchester and across Medway, part of the Thames Gateway area, to significantly reduce energy and communications costs with newly developed products from Siemens. The project in Manchester involved upgrading Siemens' pedestrian controllers to enable the replacement of incandescent lamps in around 600 signal heads at 120

pedestrian crossings with LED technology across all ten districts of Greater Manchester. Meanwhile, at sites in Rainham, Rochester, Gillingham and Chatham a further 600 signal heads have been replaced with new Siemens retrofit technology. Communications equipment has also been upgraded with the deployment of new UG405 outstation transmission units (OTUs).

Major long-term upgrade begins in Birmingham

Leading UK public services provider Amey, as part of the £2.7bn highways partnership with Birmingham City Council, has placed its first major order for traffic signalling equipment with Siemens. The Birmingham Highways Maintenance and Management Service is upgrading and maintaining the city's road network for the next 25 years. The programme includes major improvements to traffic signals and management systems by Siemens.

According to Siemens Sales and Marketing Director, Tom MacMorran, the order signals a highly significant step towards enhancing the city's future road network to reduce congestion and improve safety for the travelling public in the region. 'As work on the city's 2,500km of road network increases, Siemens will have a major part to play in support of this important partnership between Amey and Birmingham City Council. The company is committed to the development of sustainable solutions, and with both proven and emerging technologies is well placed to deliver the required improvements to the city's traffic technology,' he said.

The recent order represents the first two milestones of the traffic signal core investment period (CIP) of the project to replace over 600 traffic signal controllers with the latest technology within the next 5 years. Any traffic signal controller in

Birmingham over 15 years old in the first 5 years of the project will be replaced with the latest Siemens technology and any controller over 20 years old in subsequent years of the 25 year programme will be replaced.

The works will ensure that the traffic signals in Birmingham are controlled by the most up to date and reliable controller on the market, ensuring the highway is safe for all road users in Birmingham.

As part of the contract, Siemens will maintain traffic signals, variable message signs, car park guidance signs, warning signs, and outstation transmission units for the operation of urban traffic control and network data gathering. In addition to responding to faults, engineers from Siemens will provide routine maintenance at over 1,000 sites including regular inspections, electrical testing and preventative measures.

 steve.parsons@siemens.com

Major works underway on route to 2012 Games

Installation of new traffic signalling equipment by Siemens is underway in Weymouth ahead of the 2012 Games, which will see the world's leading competitors heading for the sailing events in Weymouth and Portland. The contracts form part of The Weymouth Transport Package for the 2012 Games, a series of long-term public transport improvements for the town centre aimed at easing the impact of congestion and improving public transport.

Five of Weymouth's busiest roundabouts are being replaced with new junctions equipped with Siemens' signal controllers and traffic management measures which will help manage traffic flow, particularly for buses and help improve air quality in the town centre which has suffered heavy congestion for many years.

delays/queue lengths for all traffic and bring bus stops on the Dorchester-Weymouth-Portland corridor up to national standards including the installation of a real time passenger information system and provision of electronic signs to guide motorists to available car parking spaces.

implementation of local traffic regulation orders.

Installation work is progressing well on a number of the new sites including two large junctions and one dual pedestrian crossing close to the harbour. Matthew Williams added: 'We have worked with Siemens for the past eight years and have been very satisfied with the service they provide. We look forward to working with the company in the future, following its recent successful re-tendering procedure'.

According to Dorset County Council Traffic Control Manager, Matthew Williams: 'Although the project has been made possible by the 2012 Games sailing events, the improvements are permanent and will provide lasting benefits in reducing congestion'. The scheme will deliver increased capacity and reduced

The contract awarded to Siemens includes the installation and maintenance of a total of 15 new traffic controlled sites and pedestrian crossings, and urban traffic control management improvements aimed at increasing network capacity and including bus priority measures and the

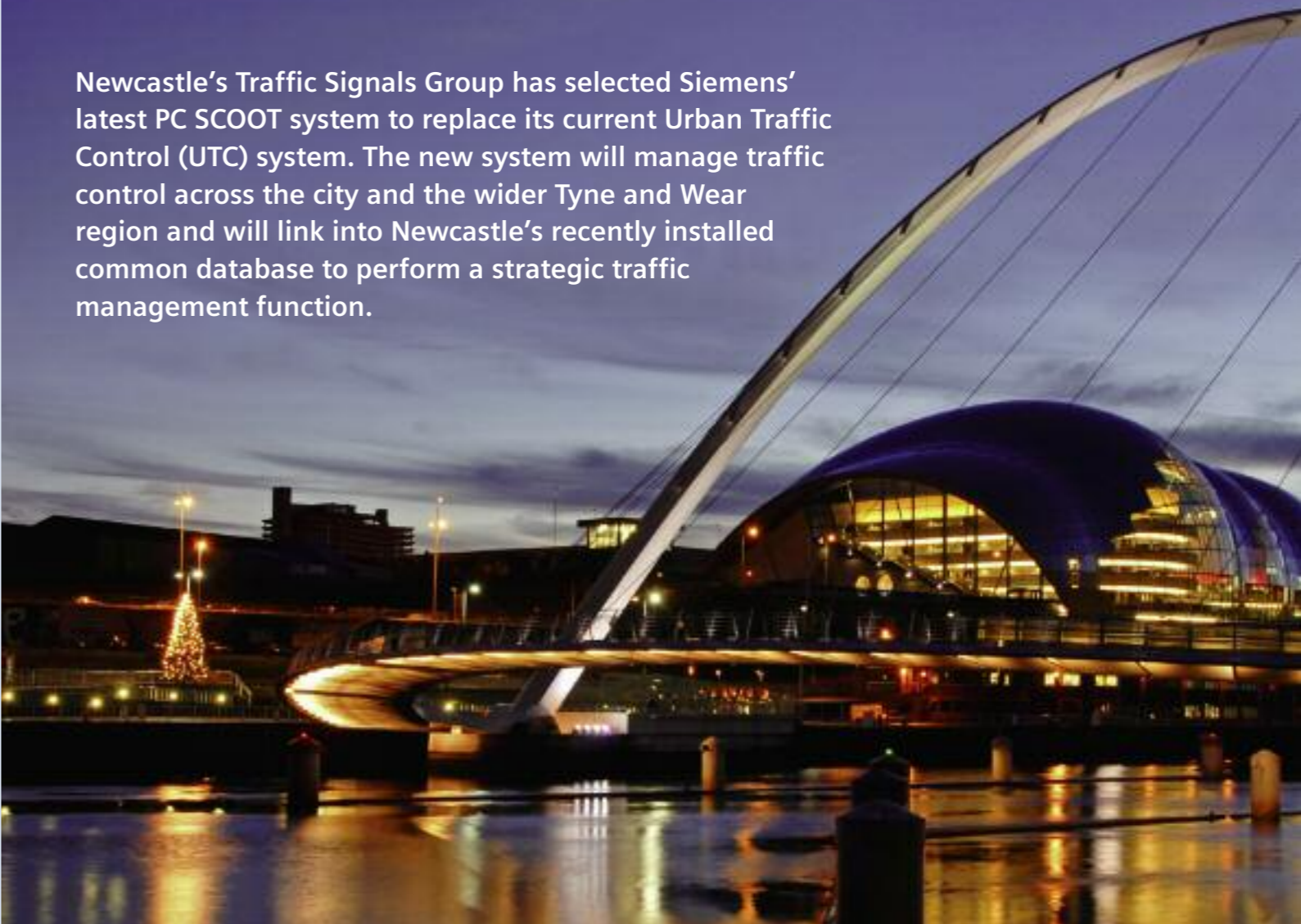
 steve.parsons@siemens.com



© www.wpnsa.org.uk

Newcastle switches to Siemens

Newcastle's Traffic Signals Group has selected Siemens' latest PC SCOOT system to replace its current Urban Traffic Control (UTC) system. The new system will manage traffic control across the city and the wider Tyne and Wear region and will link into Newcastle's recently installed common database to perform a strategic traffic management function.




According to Steve Farrell, representing Newcastle's Traffic Signals Group, PC Scoot will replace the current system that has reached the end of its working life and will be installed by Siemens in partnership with Newcastle's own works engineers. 'Siemens' UTC system offers Newcastle new dual control strategies with the latest SCOOT and MOVA functionalities, which will enable us to improve the efficiency of the road network and

reduce congestion on strategic routes to key central areas', he said.

The new system will initially support around 100 traffic control installations across the Tyne and Wear area. The latest UG405 outstations from Siemens will be installed into the existing traffic controllers and will make use of a new IP communications network. The solution has been designed to allow expansion to more than 200 installations in the future.

PC SCOOT offers users numerous benefits, including ease of use, simple installation and migration, and reduced equipment and maintenance costs, all operating on a PC. The advanced features reduce maintenance requirements and provide more opportunities for implementing a range of traffic control solutions.

 gary.cox@siemens.com

Dubai upgrades to PC SCOOT

Dubai, one of the fastest growing cities in the world, has upgraded its Urban Traffic Control (UTC) System to Siemens PC SCOOT. The contract for the supply and installation of the new UTC system was awarded by the city's Roads and Transport Authority (RTA) to local agency Scientechnic. In partnership with Siemens, the project was commissioned in a record time and seamlessly migrated without any incidents or interruption to the city's traffic flow.

According to Vijith Mukundan representing Scientechnic, the advanced PC SCOOT system from Siemens will monitor and control over 300 intersections in Dubai. 'Upgrading to the new system will improve the efficiency of the network and provide the customer with the flexibility to choose communications options for traffic controllers. Windows-based PC SCOOT servers also provide easy maintenance and backup functions,' he said.

 peter.gorton@siemens.com



More Siemens' UTC in Chile

La Serena, Chile's second oldest city (after Santiago), and the region of Coquimbo have recently installed a new Urban Traffic Control (UTC) system from Siemens increasing further the number of Siemens' UTC systems operating in the country. The largest Siemens' UTC system installed worldwide operates in Chile's capital city Santiago.

Siemens' PC SCOOT will monitor traffic control equipment at over 110 intersections across the area including new controllers at 70 sites and existing controllers at 45 sites on behalf of the local operating company Auter Limited.

The project and installation of the new UTC system by Auter included a major upgrade of the region's impressive new Traffic Control Centre and the supply of Siemens' latest UTM-compliant outstation transmissions units (OTU), providing the benefits of the company's latest version SCOOT M3 and the latest communications protocol. In addition, a number of CCTV cameras and a new UTC communications network have been supplied.

 peter.gorton@siemens.com

Long-term contracts in Dorset

Siemens has retained a significant contract in Dorset for the maintenance of all traffic control equipment and traffic information systems for a period of 10 years. In addition, Bournemouth Borough Council, the Borough of Poole and Dorset County Council have awarded a 5 year contract to the company for the supply of traffic signal controllers, equipment and street furniture. Won by competitive tender, the maintenance contract will run to 2020 and supply contracts to 2015.

According to Matthew Williams, Network Traffic Control Manager, Dorset County Council, the new contracts are based on the principles of 'best value' and will have significance for local employment. 'Working closely with a reputable local organisation with such a considerable wealth of traffic experience and technology expertise, the Boroughs and County can achieve greater efficiency and improved performance', he said.

As part of the contracts, Siemens will maintain traffic signals, variable message signs, car park guidance signs, warning signs, CCTV cameras and outstation transmission units for the operation of urban traffic control and network data gathering. With roadside equipment at a total of 188 junctions and 290 pedestrian crossings, the contract includes enhanced fault monitoring to all sites and includes connecting Dorset's Fault Management Systems to the PDA-based Mobile Data solution used by Siemens.



 rocky.pearson@siemens.com

Factory of the year

 gary.winstanley@siemens.com



Managing Director, Gordon Wakeford, commented: 'The team at the Siemens facility in Poole has always aspired to win this most prestigious accolade in UK manufacturing. Winning the award amongst such strong competition is testimony to our innovative and committed employees who beating overseas competition every day.'

Dr Marek Szwajczewski, Director of the Best Factory Awards said: 'The Siemens facility in Poole is a factory of distinction, and provides a benchmark of manufacturing excellence, for others to strive for. Lean manufacturing is at the core of its success. Key elements deployed include one-piece flow, workplace organisation, an employee suggestion scheme offering around 3,500 potential improvements in the past three or four years and cellular manufacturing.'

In 2010, Siemens' Poole-based facility triumphed at the Best Factory Awards organised by Cranfield School of Management in partnership with the magazine Works Management. In addition to beating hundreds of UK manufacturing plants to win the Factory of the Year award, the company also collected the award for Best Electronics and Electrical Plant, and received a highly commended award in the category for People Management and Skills Development.

Community

Siemens 'sparkles' for local children's charity

Funds raised by staff at Siemens in Poole have been matched by the company and donated to the Sparkle Appeal for the Victoria Education Centre and Sports College (VEC) in Dorset. A cheque for £1,825.60 was presented by the company's Local Foundation Group. The group arranged various fundraising events last year to provide corporate support as part of its long-standing

active involvement in the community through the company's Social Responsibility programme.

'It's highly important to the company and its staff to support disadvantaged groups and local charities and organisations such as the Sparkle Appeal in areas where the company operates', commented Alison Colborne, Support Coordinator at Siemens in Poole.



VEC specialises in providing education, care and therapy for pupils aged 3-19 years with physical disabilities, predominantly cerebral palsy and muscular dystrophy. Some of the children's difficulties are due to accidents, severe illness, tumours or strokes. VEC is the only charitable specialist school in Dorset that offers education, therapy and nursing, within an educational setting, for children with complex disabilities.

Local school wins race funding

Sixteen teenage students at Parkstone Grammar School for girls have won the financial backing of Siemens following a dragons den-style presentation to the company's senior management. The donation of £550.00 will fund essential equipment to enable the school to participate in this year's Greenpower event, a unique nationwide project aimed at young people interested in engineering and technology to design, build and race an electric car.

Thrilled with gaining sponsorship from Siemens, team member Ellie Edbrooke said: 'the school's team originally planned to build one car only but so many students wanted to be involved that we are now building three cars to race in the event which starts in May this year'. The money will go towards racing overalls, helmets and gloves for three teams to enter the Greenpower event.

 **Follow us on Twitter!**

Our Twitter account will keep you up to date with all our activities on a regular basis. From our latest product updates to our charitable activities, we'll be 'tweeting' news from across the business. Follow us at www.twitter.com/Siemens_Traffic (@Siemens_Traffic) for all the latest news!

How to contact us

Write to us at:

Siemens Mobility, Traffic Solutions
Sopers Lane, Poole
Dorset BH17 7ER

Tel: +44 (0) 1202 782000

Fax: +44 (0) 1202 782435

Email: sales.stc@siemens.com

Or visit our website:

www.siemens.co.uk/traffic



Printed on Cyclus Offset. Made from 100% recycled waste paper. All waste resulting from the production process is also recycled.



Please read and recycle