
Poole, UK
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Siemens at Traffex 2013

Siemens is again at the forefront of Traffex 2013, the 26th edition of the biennial traffic engineering, road safety and highways maintenance exhibition held at the National Exhibition Centre, Birmingham, UK (16-18 April 2013) and regarded as the UK's most important traffic industry event.

According to the company's Managing Director, Gordon Wakeford, Traffex enables Siemens to reinforce its commitment and leading position in the traffic industry by showcasing its expertise, capabilities and its very latest developments and solutions. As the public sector continues to feel the effects of harsh austerity measures, Siemens is determined to support customers with the delivery of ever-innovative, sustainable and affordable traffic solutions and services.

Siemens continues to be a committed and pioneering partner in the traffic industry and offers an extensive portfolio of traffic management products, ranging from innovative traffic signals and management to road safety solutions and complete low-emission zones to congestion charging systems - all designed and manufactured in the UK.

New sixth generation Siemens controller breaks cover

The new ST950 traffic controller family will be unveiled at Traffex, over 30 years after the original model redefined junction control in the UK. Building on our unrivalled 70 year traffic engineering heritage and over 30 years' experience of microprocessor-based traffic controller design, the ST950 traffic controller represents the very latest in a long line of proven and highly successful traffic controllers designed and built in the UK by Siemens.

The latest generation ST950 controller builds on the success of its predecessors, bringing a host of new features and new levels of accessibility and safety to the market. Integral UTMC OTU, 4-stream MOVA 7, easy to follow web style user interfaces and safer operation are just some of the ST950 highlights.

New for 2013

Siemens will be demonstrating the latest urban systems in the traffic control room, set at the heart of the Siemens Traffex stand. With a rapidly growing user base in the UK, InView is Siemens' recently launched cloud-based fault and asset management system designed specifically for the traffic market. Traffic managers across the country are now actively using InView to keep a record of traffic monitoring and control equipment and to track the status of that equipment, including maintenance issues, running costs and equipment reliability.

On show at Traffex 2013, and for the first time in the UK, the company is proud to introduce Stratos - which represents the future of traffic management. Developed using the latest cloud-based technology, Stratos delivers scalable real-time traffic management, information and control, from basic monitoring to strategic control of complex urban traffic environments.

Increased redundancy, flexible deployment models and access anywhere are just some of the benefits which Stratos brings to traffic managers in addressing the complex needs of maximising network efficiency whilst minimising operational costs.

Joined up journeys

Also on show, the Siemens Integrated Mobility Platform (IMP) simplifies journey planning for travellers and operators alike, by providing personalised real time information on the transportation network and offering multi-modal routes door-to-door. IMP connects distinct providers of urban and long haul passenger transport and acts as an information and transactional gateway to connect various mobility domains such as private and public transport, cycling, electric vehicle usage and walking.

The system enables users to manage their customer data and travel preferences, reserve and pay for transportation services from various providers, and receive and authenticate tickets during the trip. Siemens' IMP supports the creation of an integrated city transport system, helping people find their way and pay easily for each mode.

Hear from the experts

The event's exciting free seminar programme in the showcase theatre includes a presentation by Product Manager, Mark Bodger on Tuesday 16th April at 12.00pm. *Cloud control* examines the challenges facing today's Traffic and City Managers and takes a fresh look at existing business models and system architectures.

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For further information and **press pictures** please see: www.siemens.co.uk/traffic

Siemens plc

Siemens was established in the United Kingdom 170 years ago and now employs around 13,520 people in the UK. Last year's revenues were £3.2 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.

Siemens Mobility and Logistics Division

The Siemens Mobility and Logistics Division (Munich, Germany) provides solutions to customers whose business models are based on optimising passenger and freight transport. The Division bundles all Siemens business related to management of international traffic, transport, and logistics. This includes railway automation, infrastructure logistics, intelligent traffic and transport systems, and technologies for developing the infrastructure for electric mobility. For more information, visit www.siemens.com/mobility-logistics and siemens.co.uk/traffic



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