

Poole, UK

April 16, 2013

### Demonstrating the future of traffic management at Traffex 2013

On show for the first time at Traffex 2013, Siemens proudly introduces Stratos - demonstrating 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.

Proven traffic management systems have been powerfully integrated to create Stratos and provide streamlined, seamless user interaction with access anywhere on smart mobile devices as well as traditional control rooms; the complete solution for car parking, VMS, strategic management and in the future adaptive traffic control – Traffic Management as a Service.

According to Mark Bodger, Product Manager, Stratos is the latest generation of traffic management, information and control systems from Siemens and the most effective solution available today. 'Building on the company's long heritage of traffic control, Stratos integrates the latest developments in information technology deployments and introduces complete flexibility in implementation of the most effective traffic management. 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', he said

#### **Flexible deployment**

With a range of different application modules, Stratos brings the latest technology to traffic management infrastructure, with flexible deployment options to address individual customer requirements. Using browser based user interfaces with easy workflows, the system is ideally suited to the modern work environment where access is often needed to traffic management away from the traditional control room.

#### **Siemens plc,**

Traffic Solutions, Mobility and Logistics Division, Infrastructure &  
Cities Sector, Sopers Lane, Poole, Dorset BH17 7ER  
United Kingdom

Mark Bodger added: 'Stratos can be deployed using cloud infrastructure to provide a completely scalable solution, including full redundancy and standby options for complete peace of mind and continuous operation. Furthermore, mobile applications allow system monitoring to be easily implemented and shared with stakeholders for maximum engagement.

### **Journey time information**

Stratos includes a brand-new journey time application module which uses ANPR or Bluetooth data to calculate journey times and also includes a data fusion algorithm developed by Siemens in conjunction with the Transportation Research Group at the University of Southampton. Accurate and reliable journey time information is also intrinsically linked in Stratos to network management as triggers for the selection of strategic control measures to ensure the network operates efficiently. Using live journey time information and easy to visualise strategic tools, Stratos offers automatic network operation with minimal operator intervention.

### **Strategic network management**

Stratos offers effective strategic management through a simple, easy to use strategy manager tool that builds directly on experience gained from existing customer deployments and feedback.

Using the new, intuitive operator interface first delivered in Comet, Stratos allows easy configuration of strategies for automatic control of your transport network. Embedding visual 'drag and drop' methodology, strategies can now be created quickly and effectively to manage the most complex conditions with minimal effort. Using multiple states, with varying priority levels, it is now possible to completely automate routine management with confidence using Stratos.

### **Driver information**

When used with variable message signs, Stratos provides motorists with accurate and up to date information, allowing an informed choice to be made about the best parking options and traffic conditions.

The car park management module of Stratos continually analyses the number of free spaces in each car park or zone, automatically determining the most appropriate messages to be displayed on variable message signs. This information is automatically integrated within the wider system for traffic managers and is available for use by third party systems as well as for analysis of car park performance and related congestion.

As well as providing information specifically relating to car parks or parking zones, Stratos also manages variable text information signs at strategic locations, to provide additional information on local pollution levels, diversions and anticipated journey times derived from the network management module.

**Contact for journalists:**

Head of Communications, Peter Preston  
Phone: 01202 782390      E-mail: [peter.preston@siemens.com](mailto:peter.preston@siemens.com)

PR Account Manager, Julian Gollogly  
Phone: 07770 924441      E-mail: [julian.gollogly@ntlworld.com](mailto:julian.gollogly@ntlworld.com)

For further information and **press pictures** please see: [www.siemens.co.uk/traffic](http://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](http://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](http://www.siemens.com/mobility-logistics) and [siemens.co.uk/traffic](http://siemens.co.uk/traffic)

FOLLOW US ON 

[www.twitter.com/Siemens\\_Traffic](http://www.twitter.com/Siemens_Traffic)