

Poole, 06 June 2016

## Siemens presents Smart Systems, Smart Traffic at ITS European Congress 2016

Leading traffic management company Siemens looks forward to welcoming ITS professionals from across Europe this week at the ITS European Congress in Glasgow from 6-9 June at the Scottish Exhibition and Conference Centre.

Demonstrating why it is the world's number one provider of ITS solutions, the Siemens stand B52 will show a comprehensive range of sustainable traffic products and intelligent systems. With a growing number of ITS research projects underway across the world, Siemens will present *Smart Systems, Smart Traffic*: solutions and expertise at the heart of integrated mobility and connected infrastructure.

Sales and Marketing Director, Matthew Vincent said, 'From journey planning to better traffic flow, parking and enforcement, our traffic solutions provide 'end-to-end' journey efficiency. Building on our traffic management expertise, we believe system intelligence and data is fundamental to integrated mobility and we see the development of vehicle-to-infrastructure technologies as critical towards a safer world'.

At the event, Product Manager Priscilla Boyd will present 'Intelligent Parking - Where ITS and Smart Cities unite' in Theatre 1 on Thursday 9 June at 9:00am. The paper explores the integration of intelligent parking bay sensing technologies with traffic management systems, the impact that parking has on traffic and how traffic management can be used to mitigate those issues including future integration with connected and autonomous vehicles. Now available, the intelligent parking system will be demonstrated on the Siemens stand.

Also, Robert Sykora, Director of Innovative Technologies at Siemens will speak at a special interest session 'Bringing Services to Users' on Tuesday 7 June in the Bolsdale 1 Room between 11:00am and 12:30pm. The session looks at putting users at the heart of

the transport network, offering tailor-made solutions based on preferences.

As cities, transport operators and mobility service providers are challenged to shape the mobility landscape for the demand of the future in an attractive, sustainable, integrated and multimodal way. Robert Sykora's presentation will look at how new mobility services which are focused on the individual's usage have evolved in the recent past, such as car sharing, bike sharing and ride sharing.

New technologies and intelligent traffic systems on show will include Siemens Stratos - designed to be the UK's first cloud-hosted, fully integrated traffic control and management solution. Stratos is at the heart of further demonstrations of the Siemens' connected & autonomous vehicle infrastructure systems expertise, including the recently announced UK CITE project, and sustainable traffic management solutions aimed at improving mobility for passengers and motorists.

Additional traffic products on show include solutions for enforcement and tolling, and work on a number of exciting deployments of projects worldwide.

Europe's largest event in Intelligent Transport Systems and Services, the ITS European Congress theme is "Delivering Future Cities Now". The Congress consists of an extensive exhibition, live demonstrations and a programme of high level and technical sessions with industry's experts and political leaders.

Siemens was established in the United Kingdom more than 170 years ago and now employs 13,760 people in the UK. As the world's largest engineering company, Siemens provides innovative solutions to help tackle the world's major challenges. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey.

**Ends**

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**Notes to editors:**

**Siemens AG (Berlin and Munich)** is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2015, which ended on September 30, 2015, Siemens generated revenue of €75.6 billion and net income of €7.4 billion. At the end of September 2015, the company had around 348,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).