

Intelligent future for Siemens traffic management business

Siemens, a global leader in traffic management, is renaming its UK traffic business from Traffic Solutions to Intelligent Traffic Systems (ITS) from this month (October 2016). The name better reflects the company's focus on intelligence within its traffic management activities, products and systems and aligns the UK business with the company's global operations.

General Manager, Tom MacMorran said: "With the emergence of connected car and autonomous vehicle technologies and a growing number of ITS research projects underway across the UK, it is an exciting time for ITS and road infrastructure providers, app developers, vehicle manufacturers and research institutions.

"From journey planning to better traffic flow, parking and enforcement, our intelligent traffic systems are at the heart of integrated mobility and connected infrastructure, providing 'end-to-end' journey efficiency. We believe system intelligence and data is fundamental to integrated transport and see our updated name as more reflective of global industry developments and our overall position in the market."

Earlier this year, Siemens started a Connected & Autonomous Vehicles (CAV) project, in a collaborative partnership to create one of the most advanced environments for CAV technologies in the UK. Together with nine other consortium members, the UK Connected Intelligent Transport Environment (UK CITE) project will see trials on UK roads as early as next year, following a successful application for funding from the Government's £100 million Intelligent Mobility Fund.

Further demonstrating its commitment to innovation, Siemens is also involved as technical partner in an exciting new project in the UK to assess how connected vehicles interact on key corridors leading into Coventry's city centre from the national road

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network. Led by Coventry City Council, the Intelligent Variable Message Systems (iVMS) project will draw on cutting edge expertise from Coventry University's Centre for Mobility and Transport in collaboration with project partners HORIBA MIRA Limited and Serious Games International to develop a real world Connected Car to Infrastructure demonstrator in the West Midlands. This project started in January 2016 and is planned to end in 2018.

Launched at the ITS European Congress in the summer, Siemens new Intelligent Parking System provides integration of traffic and parking solutions, adopting parking bay sensors to provide cities with a demand-responsive system. Data produced gives valuable statistics to help city planning, allowing strategies to be shaped in order to increase revenue, improve customer satisfaction and achieve better compliance in an iterative and dynamic manner.

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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.