

Poole, UK

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Siemens introduces Intelligent Mobility at Traffex 2013

At Traffex, Siemens is showing an interactive demonstration* of its new Integrated Mobility Platform (IMP) which connects distinct providers of passenger transport and acts as a powerful information and transactional gateway to connect various mobility domains such as private and public transport, cycling, electric vehicle usage and walking.

Andy Gill, Business Development Manager: 'The system enables users to manage their customer data and travel preferences, reserve and pay for transportation services, and receive and authenticate their travel tickets. Siemens IMP supports the creation of an integrated city transport system, helping people find their way and pay easily for their journeys'.

The platform greatly simplifies door-to-door multi-modal transport planning and provision for travellers and network operators alike by providing real time information on the transportation network. Convenient and customised individual end-to-end mobility packages are provided by the Siemens IMP to the traveller together with dynamic alerts along the journey. As a central B2B platform, the IMP makes it easier for operators to integrate complementary mobility services into their own portfolio. Siemens IMP is a catalyst for tomorrow's networked mobility.

Andy Gill: 'Historically, transport systems have been developed independently of each other. Today, they need to be integrated, so that a city's infrastructure works efficiently, allowing the travelling public to make predictable and trouble-free, multi-modal journeys. Siemens delivers safe, reliable and efficient mobility solutions with the minimum environmental impact'.

From congestion charging and low emission zone solutions to managed services, hosting, eTicketing and electric vehicle charging infrastructure, Siemens has a broad portfolio of proven solutions and the vision and expertise to integrate them into effective city solutions to meet future needs.

Recognising that solutions can be delivered in a number of ways, with multiple users accessing information from a variety of devices, from wherever and whenever they choose, Siemens is already delivering solutions to cities based on technology that feels like tomorrow's world.

*Visitors will be able to experience an interactive approach to convenient multi-modal travel from an end traveller perspective. Each visitor has the chance to choose an avatar and attempt a trip through a city, having to take into account their avatar's individual situation and needs. Multiple transport modes are available throughout the journey, offering transparent travel information, including cost, time and environmental impact. Real time alerts about incidents and delays during the journey offer the avatar alternative transportation options to enable the completion of their trip. Siemens Integrated Mobility Platform provides this personalised multi-modal end-to-end journey into the palm of the individual traveller.

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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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