

Poole, UK

21 April 2015

### Siemens at Traffex 2015

As event partner, Siemens is once again leading from the front at Traffex 2015, the 27th edition of the biennial traffic engineering, road safety and highways maintenance exhibition held at the National Exhibition Centre, Birmingham, UK (21-23 April 2015) and regarded as the UK's most important traffic industry event for local authorities, contractors, civil engineers and transport network operators.

According to the company's Managing Director, Gordon Wakeford, Siemens always looks forward to Traffex and the opportunity to showcase its latest innovations and portfolio of traffic management products and services. 'We will be exhibiting products from across our extensive range, from innovative traffic controllers, signals and detection solutions, to the very latest traffic management, electric vehicle charging and traffic enforcement systems', he said.

'Since Traffex 2013, the industry has witnessed unprecedented change and we are excited to be able to launch a number of market changing innovations at Traffex 2015, in particular, our new Service Operations Centre, a dedicated traffic management and support service, enabled by Stratos, our cloud based strategic traffic management solution. That means a secure, highly available network management service provided by the industry's leading traffic consultants and engineers. Operational and system support at every level you might need, from route and junction monitoring to full strategic traffic control and network optimisation.'

#### **Service Operations Centre**

To be launched at Traffex 2015, Siemens new Service Operations Centre is a dedicated traffic management and support service which brings together the company's existing Field Service Contact Centre, Systems Support and its Poole-based Consultancy Services team into one location. Featuring Stratos, our cloud-based traffic management solution, and Hosted Traffic Management, the development is designed to enhance customer service with the capability to remotely manage local authority road networks including monitoring key routes and junctions, strategic traffic control and network optimisation - all from a single facility.

**Solutions for Intersection Control**

Building on the success of the sixth generation ST950 intersection controller launched at Traffex in 2013, Siemens is demonstrating a host of new controller features this year including the innovative and unique speaking controller capabilities. In addition, a new Pedestrian Countdown at Traffic Signals unit and a new cycle detection system will be unveiled at the show. WiMag Cycle Detection uses in-ground, low-power, wireless detectors and microwave radar technology to identify and count bicycles of all types, including those constructed from carbon fibre. The solution complements the company's existing WiMag, loop and radar detection solutions.

**Consultancy Services**

Members of our dedicated Consultancy Services team will be available during Traffex 2015 to discuss your traffic management and broader ITS needs. On the opening day, Martin Andrews, Head of Consultancy Services and David Pregon, Systems Product Manager will jointly present Old problems, new approaches in the show case theatre at 1200 hours. In this session, Siemens reviews key innovations in technology and service delivery approaches that can help stretched Authorities and Traffic Managers meet their immediate and longer term operational requirements.

**Solutions for Electric Vehicles**

Siemens has established a leading position in the growing Electric Vehicle Infrastructure market. On show at Traffex 2015, Siemens latest range of EV Charging equipment is designed in particular for long-term use in challenging environments. A full range of three-phase AC and DC charging equipment will be on display, including our latest bay monitoring capabilities.

The company's experience ranges from the smallest of traffic control schemes to major projects such as the upgrade and operation of London's Detection and Enforcement Infrastructure (D&EI) including equipment, systems and services for the capital's Low Emission Zone and Congestion Charging schemes.

Siemens is committed to innovation and sustainable traffic management solutions. In the UK, Siemens has several hundred skilled installation and maintenance engineers operating from our regional traffic depots. The traffic engineers work to install and maintain traffic control systems, both from Siemens and other manufacturers and are supported 24 hours a day, 7 days a week by a team of dedicated contact centre and customer support engineers.

Siemens was established in the United Kingdom more than 170 years ago and now employs 14,000 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.

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**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 combined cycle 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 year 2014, which ended on September 30, 2014, Siemens generated revenue from continuing operations of €71.9 billion and net income of €5.5 billion. At the end of September 2014, the company had around 357,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).