

## Siemens sponsors BPA annual conference 2016

Leading traffic management and civil enforcement company Siemens is sponsoring Parking 20:20, the British Parking Association's annual conference on 28 September in Westminster and presenting its innovative range of enforcement and parking solutions.

Ade Ford, Head of Sales for Civil Enforcement commented 'We welcome all customers, new and existing to the Siemens stand to talk to us about our new fully automated School Keep Clear enforcement cameras and the Siemens Yellow Box Junction enforcement cameras currently being installed across London.

LaneWatch Mk3 is the latest unattended moving traffic enforcement camera, designed to provide wireless, automatic enforcement of yellow box junctions and other moving traffic enforcement. The LaneWatch range of cameras use automatic number plate recognition (ANPR) and video analytics to detect and identify unauthorised vehicles. Compact and lightweight, the cameras can be installed on existing street furniture, reducing installation and relocation costs as well as timescales.

Another new addition to the enforcement range is TrafficWatch PTZ for school 'keep-clear' enforcement. Based on LaneWatch Mk3 technology and using the 3G/4G cellular network to communicate, TrafficWatch PTZ can be deployed permanently outside schools or regularly relocated between schools to provide an effective, redeployable enforcement solution and a more discreet service for local authorities to meet their enforcement needs both now and in the future.

Siemens offers proven solutions for the automatic detection and enforcement of traffic contraventions from simple parking and bus lane enforcement to more complex moving traffic violations such as banned turns, no entries, going the wrong way in a one way street and illegal U turns. These products are supplied following the acquisition of business partner Zenco Systems in 2015, the UK's leading traffic enforcement organisation.

Zenco Systems was founded in 2006 to help local authorities realise the potential of using CCTV video evidence to enforce traffic contraventions. Following the first digital enforcement trials in the London Borough of Camden in 1996, the ZenGrab Digital Enforcement Solution has since become the most widely used and efficient digital enforcement system in the UK.

Siemens was established in the United Kingdom more than 170 years ago and now employs 14,500 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).