

Essex extends network of traffic information signs

Further demonstrating the successful long-term partnership with Siemens, Essex County Council continues to upgrade and increase the number of variable message signs (VMS) on key inter-urban routes across the county. The programme forms part of Essex's traffic management strategy to communicate incident, accident and journey time information direct to the travelling public.

According to Essex County Council's Liz Saville, ITS and Congestion Manager, the additional signs from Siemens represent further progress in making travelling in Essex more comfortable and convenient. 'VMS enables the display of non-traffic incident information such as safety messages as well as major incident information to the travelling public at strategic locations. VMS supplements other information sources prior to decision points on the network in order to reduce traveller journey times and minimise the impact of congestion on the environment' she said.

Enabling improved traffic management of a network dominated by three radial road and rail corridors into London: the M11, the A12 and the A13/A127 corridors, the new signs are being supplied and installed by Siemens at several key locations on major urban roads, bringing the total number of VMS supplied by the company to over 20 in just five years.

Liz Saville added: 'Quite apart from meeting the Council's objectives and reducing congestion, the new signs from Siemens also make a significant contribution towards improving safety and helping to reduce carbon footprint. Better informed drivers are able to re-route as a result of journey-time and incident information provided by VMS. Furthermore, incident awareness will not only reduce the impact of congestion on the network but also the likelihood of secondary accidents. The provision of weather information to drivers where conditions are considered hazardous such as fog and ice on roads, is also a benefit'.

Siemens has worked with Essex County Council since 2000 delivering traffic control and information systems via Urban Traffic Control and Automatic Number Plate Recognition (ANPR). As a result, Essex has become one of the UK's leading authorities in delivering Traffic Control and Information Systems.

The contract, known as SA2000, is set to run until 2013 and will assist the council in meeting the objectives of its Local Transport Strategy and Public Service Agreements. With Local Transport Plans placing a strong emphasis on the use of advanced technology in monitoring traffic and providing real time information for motorists and users of public transport, Siemens has worked with the council to develop a strategic plan to develop such technologies. In summer 2004, a Traffic Control Centre (TCC) for Essex was created as a hub for managing the existing network.

On behalf of Siemens, Nick Bradbrook, Contract Manager SA2000, said, 'With contract partners Atkins, we welcome the opportunity to supply more traffic technology solutions for the benefit and safety of drivers in the county, as well as public transport users. By meeting the objectives of Essex's local transport plan, we will be helping the county to deliver on targets nationally and at a local level', he said.

About Siemens in the UK

Siemens was established in the United Kingdom 166 years ago and now employs 18,402 people in the UK. Last year's revenues were £3.7 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 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

For more information, contact: Siemens Mobility, Traffic Solutions,

Head of Communications

Peter Preston
Tel: +44 (0) 1202 782390
Email: peter.preston@siemens.com

PR Account Manager

Julian Gollogly
Tel: 07770 924441
Email: julian.gollogly@ntlworld.com

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