STAND B31

# INTEGRATED APPROACH

UK company **Traffic Technology Ltd** is attending Traffex to showcase the latest radar-based monitoring and road safety products, alongside its Eco range of cycle and pedestrian instrumentation. It will also be demonstrating its web services.

Managing director Richard Toomey is observing a number of current trends in his sector: "We have noticed an increasing demand for soft transportation monitoring products, used for capturing flows of cycles and pedestrians. This is an important part of gathering data for the compilation of Local Transport Plans," he explains. "With internal IT systems requiring heavy maintenance there has also been a big increase in the use of our web-based data services for traffic", he continues. The company has increased its traffic surveys by 75% in the past two years, which now means Traffic Technology Ltd has the UK's largest fleet of SDR radar traffic classifiers.

Toomey outlines the next stage of expansion: "We plan to increase coverage in the UK with a new office opening in Halifax, Yorkshire, and a wider product and service range to cater for both on- and off-road (cycle and pedestrian) modes of transportation. Having increased coverage will also mean we can cater for the need for an accurate traffic survey service, which has been a growing sector."

In other news, Traffic Technology Ltd has been involved with the supply of radar monitoring and road safety equipment with combined web-based data services during the build phase of the 2012 Olympic Park. Toomey is now looking to the long-term future: "With the need to increase healthy, sustainable methods of transportation – and for us all to look at the impacts of our carbon footprint – monitoring technologies capable of capturing accurate statistics for these modes of transportation will be key."

www.traffictechnology.co.uk

STAND E21

# ALL-IN-ONE SOLUTION

"Within the wider European safety camera enforcement market there is a growing tendency to outsource or 'rent' equipment and services following the program styles of the USA and Australia," says **Redflex Traffic Systems**' business development director, John Harris. "Without doubt the increased exposure of the newer Eastern European countries' accident rates and road casualty statistics has led to a demand for enforcement flexibility at the most cost-effective rate to the community, increasing the challenge of lower costs of supply through value-added service and maintenance provision," he continues. So what is Redflex doing to meet these increased demands? "We will remain in a leading outsourcing position, developing innovative digital camera solutions to aid continuous accident reduction and increase safety, assisting further in highway damage reduction using value-for-money expandable modular camera and detection solutions."

Harris believes that the company will announce a substantial increase in worldwide organic business growth through 2009. Growth in back-office processing through expansion into point-to-point enforcement and ALPR for vehicles of interest will also occur.

In other news, Redflex Traffic Systems was recently awarded a contract (worth approaching US$2 million over three years) to supply the Suffolk Safety Camera Partnership with portable speed enforcement equipment and fixed red-light and speed enforcement systems. The fixed red-light cameras are part of a new initiative to address red-light collision problems in the UK county, while portable laser and fixed speed systems will update current equipment and upgrade fixed speed systems from wet-film to digital photography.

On the Redflex stand, visitors will be able to see live data being transmitted from one or two UK Home Office Type Approval (HOTA) test sites, showing speed and red-light infractions, live video surveillance, and both front- and rear-image capture using a variety of detection techniques. Non-intrusive secondary speed verification (SSV) will also be shown using digital site mapping together with live links to police verification facilities.

www.redflex.com

STAND J90

# A MORE FUTURE-FOCUSED VISION

In Spain, one organization is focusing its efforts in the machine vision sector to create smart ITS solutions. Ferran Lisa-Mingo is the managing director of **Imagsa**, and he explains the future-oriented outlook of his company: "As traffic problems increase much faster than the ITS budget of governments, the only possible direction for the community is to invest smarter in more intelligent systems, and machine vision is among the most promising tools for that purpose," he says. "The best choice for future ITS will be distributing intelligence. This means that current architectures with standard video cameras connected to a central control room should be replaced in the future by smart cameras, capable of extracting relevant information locally and sending it to those decision points at the right moment."

Lisa-Mingo believes that the future challenges of outdoor machine vision in cost-sensitive markets such as ITS can only be addressed with highly compact solutions: "The tight cooperation of the different parts involved is paramount to get a good result, without penalties posed by limitations on data-transmission bandwidth and latency. ITS markets will also benefit from this integration into all-in-one smart cameras, both by lower installation and maintenance costs and by the much lower requirements on data bandwidth."

Looking ahead to the coming months, Imagsa's plans for 2009 include participating in international ITS projects, such as dangerous goods transportation control, journey time monitoring, city-access control, and average speed enforcement. The company will continue to invest in R&D to develop the advanced artificial vision products it is known for.

Traffex is Imagsa's first chance to showcase its products to international customers. There will also be a series of live demonstrations of its high-performance ALPR system.

www.imagsa.com