

Siemens Launches Intelligent Transport Systems (ITS) Technologies in Australia

German technology company Siemens announced the launch of its Intelligent Transport Systems (ITS) portfolio in Australia. The launch is timed to the global ITS World Congress taking place in Melbourne from 10 – 14th October where Siemens, along with demonstration partners NXP are, for the first time in the region, showcasing vehicle to infrastructure technology helping ease congestion and increase safety.

Siemens' ITS portfolio in Australia includes:

- The **most cost-effective traffic light in the world** - Sitrtraffic One featuring the first 1Watt technology. With 1-watt technology, a large city like Berlin can avoid an additional 2,000 tons of carbon emissions and save € 500,000 in energy costs each year.
- **Smart parking** - Intelligent sensor-based parking system which detects the urban parking space and gives drivers information on the parking situation – helping reduce city traffic, pollution and parking violations. With drivers spending an average of 4.5 kms looking for parking, intelligent parking enables 43% less time spent looking for parking and 8% less traffic volume.
- **Vehicle-to-Everything (V2X) Technology** - Cooperative systems optimising existing infrastructure through communication and automation, enabling vehicles to communicate with one another, with control centers and with the roadside infrastructure.

Speaking on the announcement to enter the ITS market, Max Eichhorn, the Head of Siemens Mobility (rail and transport infrastructure) Division said that, “We are excited to launch intelligent traffic solutions that are already minimising traffic jams,

reducing unnecessary energy consumption and cutting CO2 emissions in other parts of the world, here in Australia.

“Cities such as Melbourne and Sydney are facing increasing urbanisation and congestion challenges and are expected to double their population to 8 and 7.6 million people respectively by 2061ⁱ. As the existing infrastructure faces greater demand, we are focused on helping governments and councils optimise data and existing transportation infrastructure – to make journeys safer, more efficient and with less environmental impact.”

Siemens’ announcement comes at a time when the ‘avoidable’ social costs of congestion in Australia are expected to rise to around \$30 billion by 2030ⁱⁱ.

At the Siemens booth in ITS World Congress in Melbourne, visitors will also be able to witness the largest cloud-based traffic computer in the world operating in Munich – Siemens’ SmartGuard. The system is connected to more than 5,000 traffic signal installations, 12,000 detectors, 250 parking garages, and 50 buses in 18 countries.

“Siemens is already very well established in Australia’s rail industry where our technology can be found on public and private rail networks right across the country. As we move into the age of digitalization, the arena of intermodal transport becomes more critical to ensure cities and states can facilitate the efficient movement of people and goods – whether this is by road or rail or a combination of both. With our comprehensive and world-leading ITS portfolio, we are well placed to helping create intelligent infrastructure systems for Australian cities,” added Eichhorn.

ⁱ Australian Bureau of Statistics Population Projections 2012

ⁱⁱ 2015 Bureau of Infrastructure, Transport and Regional Economics (BITRE) Report

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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 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.