

Press release

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FOR IMMEDIATE RELEASE

CLEARVIEW TRAFFIC REACHES THE MILESTONE OF 150 GOLDEN RIVER M100 WIRELESS VEHICLE DETECTOR INSTALLATIONS

Bicester, Oxfordshire, 18/01/12 – Clearview Traffic Group Ltd today celebrates the 150th installation of the Golden River M100 wireless vehicle detection system within the UK. This milestone also marks an installed base of over 1500 M100 sensors and 300 M110 Access Points in the two years since its launch.

Together these elements of the Golden River solution challenge the traditional model of inductive loop based traffic signal control and deliver unparalleled cost benefits to the respective road authorities, reducing both the initial capital outlay and the total cost of ownership throughout the lifetime of the solution.

The Golden River M100 wireless magnetometer range together with the Golden River M120 contact closure card is currently the only fully type approved wireless magnetometer vehicle detection solution approved to the Highways Agency standard TR2512A for below ground vehicle detectors covering traffic signal control applications.

Suitable for use with all standard traffic signal control systems including: System D / VA, MOVA and SCOOT and SCATS, the development and implementation of the M100 system demonstrates Clearview's continued commitment to realising innovative, reliable and cost effective solutions and delivering first class service.

"Five years ago, it would have been practically unthinkable to depose loop-base technology, so to reach this landmark is testament to the hard work of our team and the work they have done to deliver lasting trusting relationships with our customers" says Nick Lanigan, Managing Director of Clearview Traffic Group, "but this is only the beginning and our unrivalled level of experience and success in deploying this technology has seen Clearview Traffic establish ourselves as a key partner in the traffic signals market".

Working with a number of technology and service partners, Clearview Traffic will continue to grow this market whilst actively working to develop additional solutions for magnetometer-based detection technology, including Motorway Incident Detection and Automatic Signalling (MIDAS), Ramp Metering and Bicycle Counting. This

will bring the reduced cost advantages already experienced in the traffic signals market into other areas of the Intelligent Transportation Systems sector as we seek to help road and local authorities exploit the significant benefits achievable through use of this technology.

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For further information please contact:

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About Clearview Traffic :

Clearview Traffic Group Ltd was formed in 2006 to integrate three companies dedicated to working with local authorities and other agencies in the development and implementation of cost- and energy-efficient traffic monitoring and road safety solutions, saving lives and keeping traffic moving. *Astucia* is the market innovator for intelligent road studs; *Golden River Traffic*, a leader in the field of automated traffic counting and classifying; and *Count On Us*, the largest UK provider of transportation data collection and analysis services.