

# Press release

30th July 2012

**FOR IMMEDIATE RELEASE**

## **GOLDEN RIVER WINS TRANSPORT FOR LONDON CONTRACT**

Golden River Traffic, a division of Clearview Traffic Group is delighted to announce the award of a prestigious framework contract with Transport for London (TfL), for the supply of Wireless Magnetometers for SCOOT Deployment and Associated Services. With an initial contract duration of 12 months and potential to extend for up to a further four years, this is a significant win for the business and one that affirms Golden River Traffic's clear expertise in the wireless magnetometer arena. To fulfil this contract, Golden River Traffic will be supplying the M100 Wireless vehicle detection system, which is a cost effective alternative to inductive loops and ideally suited to SCOOT and MOVA deployments. Since gaining full UK TR2512A type approval in 2009, the solution has earned broad acceptance, with the company rolling out its 150th installation earlier in the year. Still today, the Golden River M100 solution is the only wireless solution to be compatible with all major brands of traffic signal controllers.

Nick Lanigan, Managing Director of Clearview Traffic Group said of the win, *"Being awarded this contract for the provision of vehicle detection at traffic signals in the Capital is another excellent achievement for the company and we look forward to working with TfL and helping them to achieve the goal of improved traffic flows."*

The Golden River M100 Wireless Magnetometer is a cost effective and low maintenance solution, offering over 98% accuracy for vehicle presence and speed, providing the ideal vehicle detection solution for TfL. London is a bustling city with significant traffic volume and frequently congested

routes so keeping traffic flowing is essential. Installation of the M100 is quick and easy, this compact wireless sensor simply slots into the road without the requirement for loop cutting or trenching / ducting, therefore minimising disruption to traffic and is low maintenance as no requirement for loops, eliminating any risk of damage to loops due to road degradation or third party road works.

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**About Clearview Traffic:**

Clearview Traffic brings together over 50 years of combined road safety and traffic data collection expertise in our multi-award winning brands: Astucia and Golden River. These brands are known and respected worldwide as pioneers and leaders in the field of Intelligent Transportation Systems (ITS), delivering innovative solutions that help reduce casualties on the world's roads, reduce congestion and safely increase the capacity and effectiveness of road networks.

**Clearview Traffic Brands:**

Astucia

The award winning market innovator for intelligent road studs

Golden River

A comprehensive range of intuitive, cost effective and sustainable traffic data management solutions, a leader in the field of automated traffic counting and classifying