

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Studs in the road show award-winning credentials

Momentum is gathering for an innovative road safety scheme after the project was shortlisted for its second national award in as many weeks.

Clearview Intelligence has been named as a finalist in the Road Marking Project of the Year category at the 2018 Highways Awards just two weeks after it was shortlisted in the National Transport Awards.

It follows the successful installation of 4,100 SolarLite Flush Road Studs along a 14 mile stretch of Scotland's A1 between Dunbar and Berwick which 93 percent of surveyed road users felt had improved or strongly improved clarity at junctions.

Andy Salotti, Director of Solutions at Clearview Intelligence said: "With a project such as this we are always confident our proposed solution will deliver an effective result but when it is backed up by statistics and industry experts it gives us an additional sense of achievement.

"To have been shortlisted for two awards in as many weeks for the same scheme demonstrates the work we did to improve driver confidence and road clarity on the A1 really was effective in achieving the desired objective. We are proud that an SME such as Clearview Intelligence is receiving national recognition from industry experts and look forward to building on this success in the future."

The Road Marking Project of the Year is awarded to an organisation or highway authority for a scheme or project which has improved road safety or network efficiency by making a significant improvement to road markings as a substantial part of the scheme.



Clearview Intelligence has been shortlisted in partnership with Amey and Transport Scotland who commissioned the project in 2016 following concerns about the unlit road.

Using red, green and white studs, the scheme emphasises the delineation of the road layout and junctions, providing up to 900 metres of visibility from high intensity LEDs – a distance ten times greater than that offered by conventional reflective road studs.

Since then, 78 percent of surveyed drivers said they felt more confident using the road at night.

The Highways UK Awards are now in their 15th year and organised by Highways magazine. The results will be announced at a ceremony in London on 17 October.

It will follow the National Transport Awards for which Clearview has been named a finalist in the Road Safety, Traffic Management and Enforcement category. The shortlisting is partnership with Amey, Transport Scotland and Edinburgh Napier University, which undertook the survey of road users to measure the effectiveness of the scheme.

The full results of Edinburgh Napier University's survey are due to be published by the end of the year on the Clearview Intelligence website at www.clearview-intelligence.com

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