



## **Gulf Traffic 2009 exhibitor Kapsch TrafficCom secures one of the world's largest toll projects**

One of the world's leading international suppliers of innovative road traffic telematics solutions, Kapsch TrafficCom, is among the many industry leaders that will be exhibiting at Gulf Traffic 2009.

"Kapsch TrafficCom has more than 15 years experience in the traffic telematics market, with numerous successful projects implemented around the world," said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of the event. "There is keen interest in traffic telematics across the Middle East, and the expertise that Kapsch TrafficCom brings to the region will be in great demand."

Further expanding its position as an international supplier of traffic telematics and continuing its global growth, the company has recently won a number of major electronic toll projects around the world - a €4 million contract in Australia, another for €37.2 million in the Czech Republic and the €106 million Gauteng toll system project in South Africa.

"With the Gauteng project, Kapsch TrafficCom is proving its leading position as an international toll supplier," said Andre Laux, CEO of Kapsch TrafficCom Sweden. "Thanks to our extensive expertise in traffic telematics and strong local partners, we are in a position to offer a system that can satisfy even the highest quality demands."

The Gauteng region, home to the cities of Johannesburg and Pretoria, is one of South Africa's most important economic regions. The project involves the building of an extensive modern toll solution that will record both trucks and cars and cover some 180 kilometres by 2011.

The company's expertise lies in the development, realisation, implementation and operation of toll collection systems, urban traffic solutions, Intelligent Transportation Systems (ITS) and telematic solutions, as well as the manufacture of core technologies and system operation.

"Currently of great interest to governments across the Middle East, ITS help to improve safety on roads, support efficient use of existing infrastructure and contribute toward reducing environmental pollution by controlling traffic flows and managing traffic volume," added Woodbridge.

Kapsch offers a comprehensive portfolio, including incident detection systems and traffic sensors



as well as the Telematics Platform - a modular software system for implementing secondary telematics applications in the fields of traffic planning, traffic management, safety and security, end-user services, as well as various industry solutions based on Kapsch ETC systems.

The Gulf Traffic 2009 exhibition runs from Sunday 6 to Tuesday 8 December at Dubai International Exhibition Centre - entry is free for industry professionals.

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