

Trafficware advanced traffic management

Trafficware is here at Gulf Traffic to demonstrate one of the most technically advanced traffic management systems on the market today, ATMS.now, currently being used in traffic centres in Cairo, the Middle East's largest city, as well as hundreds of cities across North America.

The central management system and Trafficware's controllers and cabinets were selected for installation, and deliver a powerful tool for controlling and monitoring traffic systems and ITS infrastructure. What is claimed to be the fastest growing adaptive traffic management system, SynchroGreen, will be deployed in over 100 intersections in the Middle East next year and visitors can see it being demonstrated on the Trafficware stand.



Bassem Khalil, CEO Middle East Office SensorTec and Jon Newhart, CEO Trafficware

ATMS.now is a stand-alone central management system, as well as a flexible platform that supports the latest functionality including Adaptive Signal Control

technology, Measurements of Effectiveness, Connected Vehicle applications, Transit Signal Priority, and Emergency Priority Response.

The system has valuable

features including being virtually the only ATMS provider to integrate Google Maps, Bing Maps and GIS maps to provide high-resolution imagery of a customer's choice; WEB, now that allows an agency to port content retrieved from ATMS.now to the internet and provide real-time traffic and congestion information to the public; and much more.

"Many at the show and around the world already know Trafficware for its Synchro traffic simulation and analysis product, used by engineers and developers in more than 90 countries," says Jon Newhart, CEO of Trafficware. "And we're delighted to announce that we have continued our track record for excellence and customer success by forming a partnership with SensorTec to serve the Middle East market. We're building a team known for traffic systems innovation, expertise and strong commitment to the success of the customer."

Stand G20
www.trafficware.com

Midsign makes roads safer!

Midsign, a key player in the field of road safety in the Middle East, has a major presence here at Gulf Traffic. Indeed, the company, headquartered in Cyprus and with offices in Dubai and Riyadh, has participated in Gulf Traffic since its outset and used the event to help build its enviable reputation and profile within the industry.

That its stand features a wide variety of products and global manufacturers is hardly surprising: Midsign is the exclusive agent of many major companies/producers of road safety products from all over the world.

Founded by Fadi Awwad on the island of Cyprus in 1999, the fact that Midsign has grown to become one of the foremost road safety products companies in the Middle East is down to his uncompromising vision to represent the finest quality products within the industry and

offer the most professional sales and distribution services to its customers throughout the region.

Visitors to the Midsign stand will see the latest Avery Dennison breakthrough – digital traffic signs, the new technology for traffic signs production. In addition to cost savings and reduction in production time, they will see that full-colour printing for traffic signs is now a fact. Avery Dennison's Traffic Jet Print System is an inkjet printing system that digitally prints traffic control and other custom signage on-demand.

Meanwhile, Traffix Devices' Scorpion Truck & Trailer-Mounted Attenuators (TMA) are proven lifesavers for the work zone area and are safe, secure and easy to install on any flat or dump truck. Also on the Midsign stand, Peek Traffic are presenting intelligent solutions for traffic control, video



Signs of success: Fadi Awwad of Midsign

detection and data collection.

Delta, which provides a highly reliable range of retroreflectometers for measuring retroreflection of pavement markings and traffic signs, is also represented. It's latest retroreflectometers for

road markings and traffic signs which are very easy to calibrate and operate will be featured. Visitors to the stand will also see road pavement markers from Rayolite.

Stand G10
www.midsigncyprus.com