

**Leading the way with solutions for
traffic safety, technology and data**



PRESS INFORMATION

“How Many Lives Saved Today?”



CLEARVIEW TRAFFIC IS LEADING THE WAY WITH SOLUTIONS FOR TRAFFIC SAFETY, TECHNOLOGY AND DATA.

The creation of Clearview Traffic Group has produced a unique 'one-stop-shop' offering industry-leading solutions for traffic safety, technology and data within the traffic management arena. Comprising of three group companies which each specialises in an essential traffic discipline, Clearview Traffic offers an unrivalled resource of insight, analysis and practical solutions effectively delivered through a genuine partnership ethos.

How many lives saved today?

Astucia is the market innovator for Intelligent Road Studs, a light emitting stud that is increasing road safety by giving drivers ten times more visibility of the road ahead. Astucia are showcasing the recently launched Dft approved SolarLite™ flush stud, a solar powered road stud which revolutionises road delineation by providing up to 900 metres visibility of the road ahead and is proven to reduce KSI's by over 70%.

Total traffic monitoring and control

Information is clearly key to traffic planning and management and for over 30 years, **Golden River** has been at the forefront of developing and applying technology that gives highways professionals the clearest possible picture. The Golden River M680 and M720 Loop Vehicle Count and Classifiers use the latest technology to raise the standard for high precision, reliable roadside data collection.

The people for dependable traffic data collection

The Clearview Traffic stand will also include **Count On Us**, the leading specialist in transport data collection offering unrivalled experience, technical expertise and service.

A single source of solutions

Sales and Marketing Director Martin Rodgers explains how the company is driven by finding solutions to client issues saying "Clearview Traffic offers the convenience of being a true single source of traffic management solutions in today's fragmented marketplace".

ASTUCIA PASSES PRICE REDUCTIONS ON TO CUSTOMERS

Increased volumes and manufacturing efficiencies have enabled Astucia to pass a price reduction of over 25% on to customers on their solar powered road studs. The smart, safe and sustainable studs are now priced lower than traditional retro-reflective studs over their lifetime.

Astucia solar-powered 'smart' road studs, which offer over 70% reduction in night time casualty rates on UK installations and can be used to help ensure safety and reduce increasing energy bills in street light switch off areas, have been reduced in price by over 25%. The move made by parent company Clearview Traffic Group reflects greater manufacturing efficiencies due to their success, as greater volumes of studs are being produced and installed.



Astucia road studs are currently installed on over 200 roads worldwide. UK installations include, Buckinghamshire, Norfolk and Oxfordshire, Lothian in Scotland and Northern Ireland. They are also used in more specialised applications such as demarking cycle lanes in Cambridgeshire and Fast Track bus lanes in Essex. An installation of Astucia studs on the Vale of Glamorgan in Wales has recently won the Road Marking Project of the Year at the 2008 Highways Excellence Awards.

The latest generation of the SolarLite F Series intelligent road stud has also taken advantage of improved solar panel and Light Emitting Diode (LED) technology, along with internal design developments, to allow costs to be dramatically reduced in comparison with earlier units. As sealed, self-contained, flush-fitting units, they are also more robust and able to withstand heavy traffic and maintenance activities including snow-ploughing.

This gives them a longer operational life of eight to ten years, compared with just one to two years for a conventional retro-reflective stud, meaning that the whole-life costs of the Astucia stud will therefore be less than a traditional reflector. The Astucia units' self-contained night-time illumination can also allow a reduction in the use of energy- and maintenance-intensive, carbon-inefficient, streetlights.

Previously the cost of the Astucia SolarLite F Series intelligent road stud has been between £30 and £35 per unit. The latest efficiencies have reduced this price to just £19.99 per unit. In addition Astucia has developed a finance lease package which allows local authorities to spread the costs of an installation over its working lifetime.

The finance lease programme has been developed in association with Genesis Capital and is again enabled by the longer operating life of the Astucia installations in comparison with the short-lived retro-reflective road studs. It is acknowledged practice to help authorities related day-to-working benefits with day-to-day costs. Over 90% of local authorities currently enjoy the benefits of lease finance for other medium- and long-term projects.

Of course, the price of any road stud fades into insignificance in comparison with the cost and trauma of a fatal road accident. According to the latest UK Department for Transport annual statistics, there are on average more than 8 fatal accidents every day, each one costing the country £1.87 million pounds. While only one third of all journeys occur at night, almost half of the serious or fatal accidents occur during the hours of darkness

“Astucia has already shown it can shape the future of traffic safety by providing superior information to drivers about potential hazards direct from the road in their natural field of vision” says Martin Rodgers, Sales and Marketing Director for Clearview Traffic. “Now we’re taking advantage of our technology, economies of scale and intelligent financial solutions to ensure we offer an economic argument. It further justifies a unique British product which is continuing to prevent accidents and save lives.”

Astucia is one of three industry respected brands which form The Clearview Traffic Group. It was formed by John Madejski OBE DL, Clearview’s major shareholder, to integrate three companies which all assist in the planning, development and implementation of cost and energy-efficient use of our transport infrastructure. 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.

*Issued on behalf of Astucia Traffic Safety Systems by Kingpin Media Limited.
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ASTUCIA “SMART” ROAD STUDS WIN TOP INDUSTRY AWARD

Proven safety benefits of Astucia solar-powered road studs in Vale of Glamorgan wins “Road Marking Project of the Year” in 2008 Highways Excellence Awards.

An installation of Astucia solar-powered ‘smart’ road studs which has produced a significant improvement in road casualty rates, has been awarded one of the top industry honours. The road studs were installed as a package of safety measures on the A4226, locally known as The Five Mile Lane, a busy narrow and twisting, rural commuter route between Barry, Cardiff International Airport, the A48 and the M4 Motorway. There has since been a 72% reduction in accidents on this stretch of road when compared with the previous three years.



Ian Johnson, senior traffic officer for Vale of Glamorgan Council advised: “We are continually striving to reduce the number of accidents on our roads. We are therefore highly pleased that the installation of the Astucia intelligent road studs along with the other safety measures that we have put in place have significantly reduced the number of accidents on this busy stretch of road.”

The Vale of Glamorgan Council has undertaken a number of measures to improve road safety on the road which had an unacceptably high accident record. These included the imposition of a 40mph speed limit, deployment of a mobile speed camera and more recently a permanent speed camera, additional road markings, increased signage and resurfacing with high skid resistance material.

However an analysis carried out by the Council showed an increasing number of the accidents were taking place at night time. This suggested that drivers were failing to take account of some of the notorious bends in the road as a result of the limited view ahead provided by conventional retro-reflective road marking and vehicle headlight beams.

The traditional reflective, passive “cats-eye” stud was invented over 70 years ago. It relies on light reflected from an approaching car’s headlamps and has a maximum range of 90 metres or less. The Astucia SolarLite road studs use ‘smart’ technology which stores solar energy during the day, built-in Light Emitting Diodes automatically illuminate from dusk to dawn, marking the road for up to 900 metres ahead, providing drivers with ten times greater illumination of the road ahead.

A trial installation was initially carried out on a section of the A4226 in July 2002 using SolarLite™ D series Intelligent Road Studs. In 2006, following the success of the initial trial and also the approval by the Welsh Assembly of the latest the Astucia SolarLite™ F Series flush mounted solar-powered studs, the current road markings were installed.

The positioning of the SolarLite studs was carefully designed to provide drivers with advanced indication of the road layout ahead. White studs provide delineation for the centre line, while on the most severe bends the carriageway edges are enhanced with red studs.

In addition to enhancing safety, the latest generation of the SolarLite F Series road stud has taken advantage of improved solar panel and Light Emitting Diode (LED) technology, to allow costs to be dramatically reduced in comparison with earlier units. The latest Astucia stud has a projected life of eight to ten years, compared with just two or three for a conventional retro-reflective stud.

Over its lifespan an Astucia “smart” stud will therefore cost no more than a traditional cat’s eye. The units’ efficiency can also allow a reduction in the use of energy- and maintenance-intensive, carbon-inefficient, streetlight illumination.

“We are delighted that both Vale of Glamorgan Council and Astucia’s achievements have been recognised in this way” said Martin Rodgers, Sales and Marketing Director of Clearview Traffic Group. “This road marking project, with a proven track-record of reduced accidents and casualties is one of many in which we are contributing to improvements in highway safety both in the UK and world-wide.”

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ASTUCIA “SMART” SOLAR-POWERED ROAD STUDS MAKING A GLOBAL CONTRIBUTION TO ROAD SAFETY.

Astucia SolarLite™, “smart” solar-powered road studs, invented in the UK, are making a significant contribution to road safety around the world.

The Astucia “smart” solar-powered road-stud is making a significant improvement to driving safety on roads around the world. It offers a significant boost in night-time or poor weather visibility compared with the traditional “cats-eye” road reflector, or lines painted down the side of roads.

In addition the next generation of smart road markings can automatically illuminate to warn of bad weather or slow-moving traffic ahead. They can also help reduce motorway hold-ups by automatically marking additional lanes to boost capacity.

Astucia’s vision is to reduce casualties and fatalities on roads throughout the world and to reduce congestion by safely increasing the capacity and effectiveness of road networks.



Astucia’s global distribution network includes: Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Japan, Malaysia, Middle East, New Zealand, Mexico, Norway, Spain, Switzerland, United Kingdom and the USA.

The Astucia SolarLite solar-powered road stud was originally developed in Great Britain by a former London fire-fighter, Martin Dicks and each unit is totally self-sufficient. It stores energy collected by a solar panel during daylight, then built-in Light Emitting Diodes automatically illuminate after dark providing drivers with up to 900 metres of visibility.

This is ten times greater than the traditional, retro-reflective, passive road stud which relies on being illuminated by the headlight beam of the approaching vehicle, which at best has a useful range of 90 metres. The visibility of a night time corner without any delineation is even less.

The increased visibility given by the SolarLite road stud extends reaction times when driving at 100 km/h from 3.2 to over 30 seconds. The studs are now in use in approximately 120 locations across the UK, in the Netherlands, France, Australia and in South Africa.

Road safety authorities have in several cases reported reductions in night time accidents of well over 70% since the installation of the SolarLite “smart” road studs.

In the UK, Astucia SolarLite studs have made a significant improvement to the safety of a busy narrow and twisting rural road in the Vale of Glamorgan, Wales, locally known as “The Five Mile Lane”. It had a background of an unacceptably high accident record, but in three years since the initial installation of the Astucia SolarLite road studs, there has been a 72% reduction in accidents.



On the twisting A143 at Haddiscoe in Norfolk, England, there were previously 22 recorded accidents in a three year period, two of which involved loss of life and 6 caused serious injuries. 95% of these accidents were as a result of loss of control.

In the two years since SolarLite studs were installed there were only five recorded accidents, all of which were minor. None occurred in the dark. The overall accident frequency has reduced from 7.3 per year to 2.3 whilst the severity ratio has reduced from 36% to zero.

The use of Astucia solar-powered road studs on a notorious stretch of highway in Kwazulu-Natal, South Africa demonstrated not only their effectiveness in road safety, but also their cost-effectiveness too. A major 2 year pilot project was carried out on one of the country's most notorious routes, the R66 north of Durban, which significantly reduced the number of serious accidents and road deaths on the busy highway.

In previous years, 88 serious accidents had claimed 27 lives and 15 less serious accidents had occurred on a twisting 34km section of the road between Melmoth and Ulundi. After the installation of 7,800 Astucia ‘smart’ road studs the accident rate fell to zero. The second stage of the installation extended the coverage to a total of 20,000 studs on 100 kilometres of the R66.

The provincial government of Kwazulu-Natal estimates that the cost of the 103 accidents before the Astucia studs were installed was some 27 million rand. The installation of the studs cost 5 million. Consideration is now being given by the national government to extending the technology to other 'red spots' throughout the country.



In Australia, the use of Astucia smart road studs is providing better safety for pedestrians at crossings on one of the busiest east – west arterial routes across the Australian state of Victoria. The Princes Highway between dissects the town of Winchelsea and local residents including school children have to cross this road daily. Astucia developed a crossing system comprising of flush road studs containing 14 high brightness Light Emitting Diodes (LED's), cabled together and integrated with the traditional crossing control system and warning lights.

When activated, the 'hardwired' flush road studs flash intensely, providing a clear warning visible to drivers up to 1000 metres away. Additionally studs are installed in the carriageway centre line at the approach to the crossing. These studs strobe towards the oncoming traffic to provide further advanced warning of pedestrians using the crossing ahead.

In the French Alps, the energy efficiency of Astucia hard-wired road studs has offered a cost-effective means of illuminating the 374 meter long Galibier Tunnel between Grenoble and Valloire. When the tunnel was reopened after extensive renovation work in 2002, the decision was made to provide no traditional lighting within the tunnel, relying instead on Astucia 'D Series' hardwired, bi-directional amber studs mounted along the lower wall of the tunnel.

Drivers are literally guided though the tunnel by the studs, which also flash in sequence with the direction of traffic. The linear guiding effect focuses drivers' attention towards the middle of the lane and therefore the positioning of the vehicle. In addition to enhancing safety, the installation costs of the Astucia studs within the tunnel proved both less expensive than traditional lighting, but also significantly cheaper to operate. The reliability and very low power consumption of the built in LEDs of the Astucia D Series studs contribute to significantly lower lifetime operating costs.

SMART, SAFE and SUSTAINABLE - THE INSIDE STORY

What goes on inside an Astucia SolarLite “smart” road stud.



The latest-generation of the “smart” Astucia SolarLite™ road studs mark a significant step forward in technology from the traditional reflective “cats-eye” road-marking stud that was first invented over 70 years ago. These old-style passive systems rely on light reflected from a car’s headlamps and therefore have a maximum range of 90 metres or less.

The Astucia SolarLite stud uses ‘smart’ technology which stores solar energy during the day, then triggers built-in LEDs, Light-Emitting Diodes, to automatically illuminate from dusk to dawn. These have a range of at least 900 metres, providing drivers with ten times more information on the road ahead.

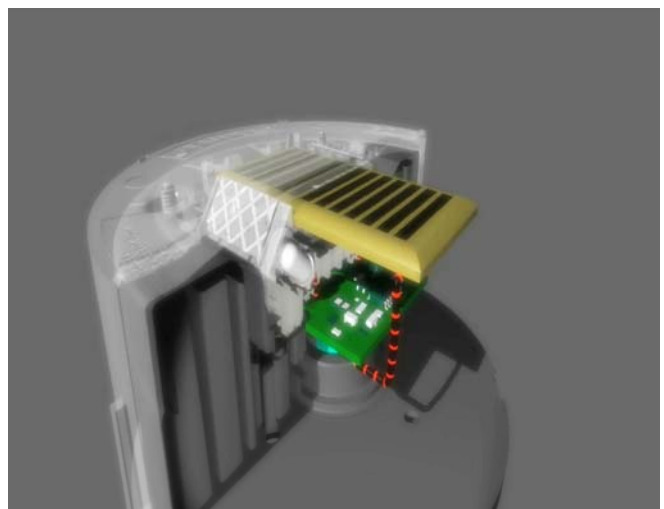


(Note all images are available for media use on DVD from Astucia or can be downloaded from www.kingpinmedia.co.uk/astucia.htm)

Each Astucia intelligent road stud is a completely self-sufficient unit which is mounted flush with the road surface and requires no external power source or future maintenance. Sealed within a reinforced plastic case are a solar cell and rechargeable batteries, which collect and conserve energy with the road stud.

The nickel metal hydride battery can store a charge that lasts 240 hours when fully charged. Just 2 hours of bright daylight will provide enough battery power to last ten nights - more than enough to ensure the system keeps working no matter what the weather.

A microprocessor circuit controls the power management, automatically activating the LEDs during the dusk to dawn period. The LEDs are housed in a reflector chamber at the top of the stud, which further increases the light output, while the reflectors also provide all-weather road delineation in daylight.



The units can be specified either as bi-directional units with two LEDs and reflectors pointed in opposite directions for use on highway centre-marking, or can be uni-directional, with a single LED, either in amber, white, red or green to meet specific highway marking requirements.



Each unit weighs 470g and is cylindrical, with a diameter of 108mm and a depth of 48mm. The installation engineers simply cut the appropriate size hole in the road surface and anchor of the stud flush to the road surface. As a unit with less than a 4mm protrusion above the road surface, the stud will not be damaged by road maintenance such as snow-ploughing and doesn't present a hazard to cyclists or motor cyclists.



ASTUCIA – A KEY PART OF THE CLEARVIEW TRAFFIC GROUP

Astucia is a leading global developer of accident reduction technologies. The core product technology is the Intelligent Road Stud containing LEDs (Light-Emitting Diodes). These can be either hard-wired, or powered by solar cells and batteries to collect and conserve energy in each road stud. These Intelligent Road Studs extend the night-time 'view' of the road, when compared with the traditional reflective type, from around 90 metres to over 900 metres.

Other products have grown from that first idea including studs that warn of impending hazards such as fog, ice and surface water to form traffic management systems. Astucia also sells the Hazlight™ range of portable studs which can be deployed by motorists and the emergency services around vehicles at road-side situations.

Astucia's global distribution network includes: Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Japan, Malaysia, Middle East, New Zealand, Mexico, Norway, Spain, Switzerland, United Kingdom and the USA.

The Clearview Traffic Group is the guiding force behind three industry respected brands: Astucia, 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.

"Astucia's prime aim is to provide smart, safe and sustainable technology, to provide motorists with advance warning of a hazard, providing round-the-clock reassurance to motorists" says Sales and Marketing Director Martin Rodgers. "Its products combine perfectly with *Count On Us*, the leading specialist in transport data collection and *Golden River* traffic management systems, which for over 30 years have been at the forefront applying technology to give highways professionals the clearest possible picture."

"Clearview Traffic offers the convenience of being a true single source of traffic management solutions in today's fragmented marketplace."



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