

# SPEED AMELIORATION

**A system of controlling traffic signals to influence driver behaviour and reduce speeding**

Speed violation cases in the urban environment have alarmingly increased. It is high time that technology enabled measures are taken to deter violations to reduce the risk of accident when vehicles travel at high speed, and reduce the likelihood of pedestrian accidents at intersections, approaches to schools and other congested areas.

Trials have proven that effective management of vehicle speeds can increase road capacity as well as reduce accidents and for this reason, Cloud Amber has introduced Speed Amelioration in Argonaut with a strong focus on ameliorating vehicle speeds using traffic signals and data from different sources.

Argonaut captures data in real-time in order to enable authorities to keep the transportation network moving as well as control speeding vehicles well before they create issues.

Argonaut uses data from different data sources (ANPR, speed sensors, etc.) to automatically control traffic lights, in order to ensure that speeding vehicles have enough time to safely stop when the signals change to red. If the vehicle is not on a 'whitelist' (police, ambulances, etc.), then Argonaut sends a command automatically to the junction downstream from the detection point. Fine tuning can be achieved using upper and lower speed settings.



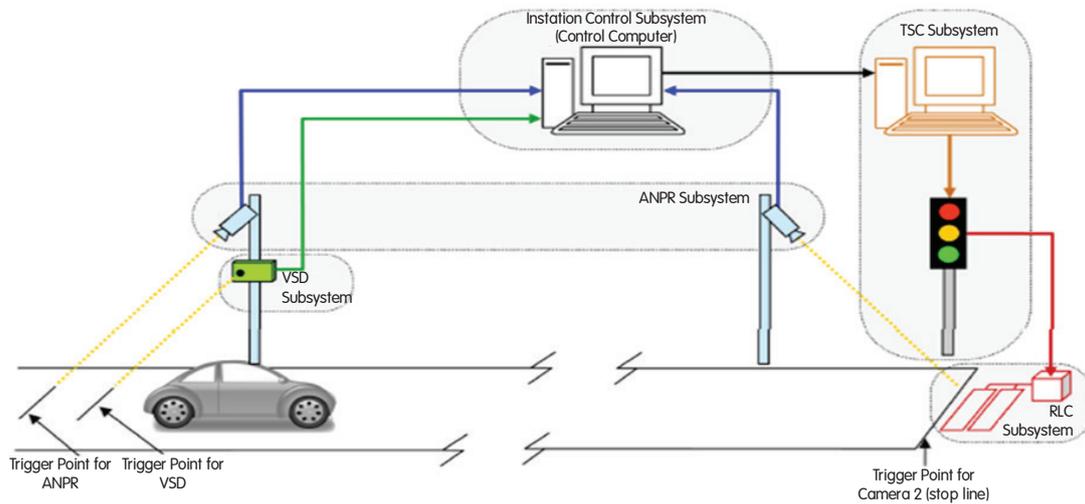
## Benefits and features

- Ability to aggregate different data into a single unified system
- Enables the user to automatically capture vehicles exceeding the speed limits
- Ensures accuracy validation before sending the command to a signalised junction
- Allows to control unlimited number of intersections with a single unified system
- Automatically controls traffic lights
- Reduces the number of speeding vehicles, accidents and queuing
- Helps to improve pedestrian safety

# How Speed Amelioration works?

Cloud Amber aggregates a number of data sources to help reduce the instances of speeding within the urban environment. By linking with extremely accurate speed detectors, a vehicle's velocity is measured and the number plate is logged using ANPR. Data is sent to the operations centre where it is mapped, and based on the data, a command is automatically sent to the traffic light control system.

If the vehicle is not on a "Whitelist" of vehicles permitted to exceed the limit (police, ambulance, etc.), Argonaut sends a command to automatically alter the cycle of the closest downstream junction. This command automatically turns the signal to red for the speeding vehicle's approach and the vehicle is forced to slow down or stop.



## Expected Outcomes

- > Improved pedestrian safety
- > Reduced number of speed violations
- > Minimised traffic disruptions
- > Increased road capacity and reduced number of accidents
- > Automated responses to speeding vehicles

## About Cloud Amber

Cloud Amber, part of the Idox group, enables the efficient movement of people and goods across a diverse multi modal network.

The services and solutions provided enable total network management across all forms of transport providing more efficient and cost effective strategic and localised control. In addition, Cloud Amber provides proven fleet operations improving efficiency, operational costs and service performance as well as integrated and informed personal travel assistance across all geographical boundaries and transport modes.

Cloud Amber is also leading innovation in intelligent and deeply integrated solutions saving time and revenue for new or replacement solutions and has successfully developed and deployed new products in the market and challenged the traditionally incumbent and mature positions.

For more information or to arrange a demonstration:

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