

Message from the team

As 2009 comes to a close, the **Clearview Traffic Group** can look back on a year of tremendous change. Our focus on changing the face of our business into an end to end solutions provider has been met with a fantastic response from our customers.

Coupled with new products and applications we are bringing to market, we are able to offer a full range of capabilities across the group. Indeed, our new website focuses on delivering products and solutions right across the breadth of our customer base.

The recent **Astucia** installation of SolarLite studs on the M25 is of great benefit to motorists, as you can read below it has also made savings against the potential cost of installing additional street lighting columns.

In **Golden River Traffic**, we believe that customers are looking for smarter ways to run projects, increase efficiencies and save costs. This has been seen in many of this years projects – for example with recent journey time studies which are investigating how to make junctions more effective.

Furthermore, we are increasing the capability of the MCentre product which will drive change in the count and classification market. This hosted data management system means that customers do not incur capital expense on equipment, but can simply purchase the data from us on a monthly basis, saving money and increasing efficiencies.

In addition, the **Clearview Traffic Contracting Division** has secured the National Highways Sector 7 accreditation. Our Contracting Division is now one of only five companies in the UK fully registered with LANTRA for road stud installation.

Count On Us have started to move capability into the International arena as well as continuing to support major key studies on UK infrastructure continuing to make them the leading supplier of data collection. A number of the teams have also recently moved offices and have new contact details which can be found on page 3.

We have also recently restructured our Management Team to ensure that the group has a more cohesive and efficient business model which is better placed to meet your needs.

*We look forward to working with you in 2010.
Merry Christmas and Happy New Year to you all!*

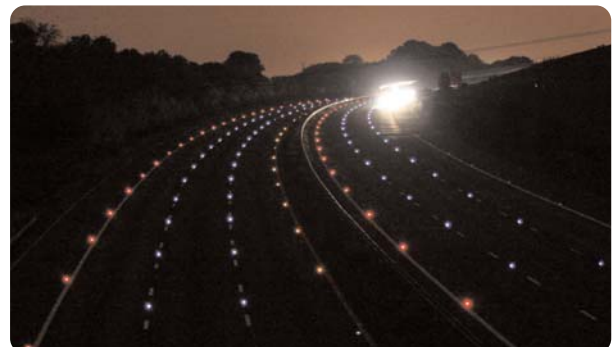
Highlights in this edition

- New products for Golden River
- Astucia stud installation on the M25 in Surrey
- Count On Us move offices
- End of year promotions

Guiding lights on the M25

Astucia has recently improved driving conditions on the M25 in Surrey, with the installation of four and a half thousand SolarLite road studs. The installation of solar powered embedded road studs is part of a project by Mouchel, designed to improve visibility. This covers an unlit section of the motorway that has suffered high accident rates.

The stretch from Clacket Lane Services to Junction 6 has seen the installation take place on both carriageways during August. Installing further street lighting columns on the motorway would have incurred significant cost in both installation and ongoing energy bills, whilst the use of Astucia SolarLite road studs have been shown to reduce night time accidents by over 70% and were installed at a fraction of the cost and do not require ongoing funding due to the use of free solar energy.



New website helps customers

The new www.clearviewtraffic.com went live in the summer. The site which incorporates all three group brands is furthering our strategy to offer a complete solution within the traffic management industry.

On the website you will find information relating to the brands, products, services and solutions provided by the Clearview Traffic Group so that we can help you with your project.

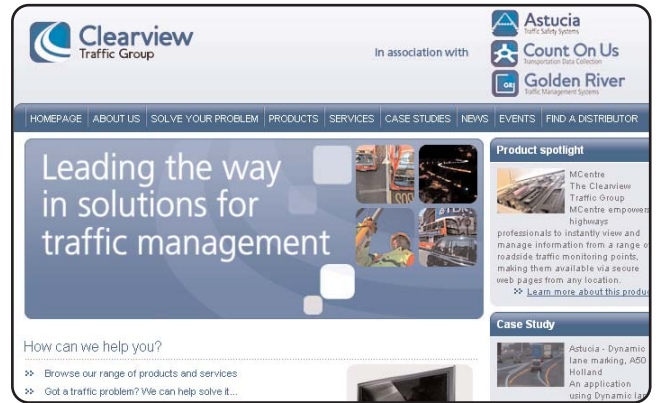
For those who are not sure which products are required for a project our innovative "Solve Your Problem" section may be able to help. Simply answer the series of step-by-step questions and the results will provide solutions which may match requirements.

You can also get the latest updates from Clearview Traffic by following us on Twitter and Facebook. These give up to the

minute news and updates from the exciting world of Clearview Traffic at:

www.twitter.com/cvtraffic

www.facebook.com/pages/Clearview-Traffic/94377762927



Sector 7 accreditation

Clearview Traffic is delighted to announce they are now fully accredited to National Highways Sector Scheme 7 for installation of Astucia SolarLite LED road studs. Clearview Traffic is now one of only 5 companies in the UK to hold such a high level of accreditation with the LANTRA awards.

In order to secure recognition of their high standards of workmanship, Clearview Traffic Contracting, the Traffic Civils and Installation Division of the Group, has been put through a rigorous 10 month certification process which included third party examination of on-road processes, auditing of internal procedures to ISO9001 2008 and registration of documentation with LANTRA, the sector skills council. All of the Clearview Traffic Group's ISO procedures are also independently assessed by BSI (British Standards Institute).

How to...

We have recently developed a number of short films demonstrating our products in action and introduce how solutions from Clearview Traffic can help with customer issues.

Introduction films are available regarding:

- M100 Wireless Vehicle Detection System
- M420 Tube Counter
- M500 Radar Counter
- Astucia SolarLite stud manual installation



Martin Rodgers Sales & Marketing Director commented: "these short films easily and quickly demonstrate our products to prospects without having to leave their office. This is especially helpful with the tight deadlines lots of us are faced with."

Events



Intertraffic 2010

We are excited to be attending Intertraffic 2010 which is taking place at the Amsterdam RAI in March. Please let us know if you intend on visiting the show where we will be pleased to meet

you at our stand 11.438 for a chat about our recent product and service developments. A number of our International partners will also be exhibiting at the event, showcasing work completed around the world.

Demonstration days

We are planning a series of demonstration days for January and February 2010, your local sales representative will be in touch with all the information in the new year, but keep an eye on our website for dates and venues.

Golden River update...



M420 now available

The new M420 Tube Counter is now available to order. This innovative addition to the Golden River portfolio represents a leap forward in the design of pneumatic tube traffic counters. It provides outstanding features, accuracy and capabilities in a small, light and robust unit; with a long life battery lasting up to 10 years and a USB download option to speed up data download. It also counts all vehicle axle information, meaning that parameters can be set and changed after the survey has been carried out, dramatically increasing the flexibility of analysis.

NEW - M210 Solar Powered Logging Stud

Clearview Traffic can now offer a unique and innovative solution to traffic planners looking to accurately count and classify vehicles from a wide range of roads. By combining our extensive expertise with a range of technologies including solar power, radio communications and magnetometer based vehicle detection, we have developed the Solar Powered Logging Stud.

The M210 is a self contained traffic counter that is installed into a 13cm diameter hole the center of the lane. Once installed it can count any passing vehicles, recording in one minute intervals. The data is stored within the stud ready for collection by utilising the specially designed USB radio dongle and simple download application. The counter has a solar powered, high efficiency rechargeable battery to ensure continuous operation for many years without any routine maintenance, making light work of gathering long term trend information.



Car Parking for MCentre

Building on the success of the MCentre launch we are pleased to announce the introduction of MCentre Parking. This application is built on the existing MCentre platform and allows a user to browse the historic occupancy of multiple car parks.

The solution also integrates with Variable Message Signs to provide road users with availability details in near real time. The modular design can also accommodate future requirements.

Count On Us update...

It has been a busy time for Count On Us with a number of high profile surveys as well as a location move for a number of regional offices...

The North, Midlands and Ireland branches have all moved to new premises in recent months, with new contact details as follows:

North:

Graphite House, High Street, Crigglestone, Wakefield WF4 3EF
+44 (0)1924 259126

Midlands:

Unit 1 Benford Court, Lower Cape, Warwick, CV43 5DA
+44 (0)1926 403355

Ireland:

1a MPO Building, Blanchardstown Business Park, Snugborough road, Dublin 15, Ireland
+353 (0)1 6409737

Heathrow runway study

Prior to starting work on a third runway at the UK's busiest airport, Count On Us have been conducting a large scale Roadside Interview Study at Heathrow to determine the traffic impact of the future project.

M4/M5/M32 study

As part of improvement works around the key M4, M5 and M32

interchange near Bristol a wide ranging survey has been conducted to identify both turning movements and journey times across this busy portion of the road network. In addition to the motorway intersections themselves, junctions with the M5/A4018/Cribbs Causeway Retail Park/B4055, M5/A38 and M32/A4174 were also included. The study involved 80 cameras surveying traffic over 3 consecutive days on this busy stretch of motorway.

Northern Public Transport study

A large scale public transport study was commissioned for the South Yorkshire Public Transport Executive (SYPTe) in the summer months. This included both alighting counts and passenger interviews across ten bus and train stations in the region as well as interviews in a number of town centres. The study was researching information relating to journeys as part of building a Public Transport model for the local area.

Portugal shopping centre study

Count On Us have recently spread their wings to conduct a survey at a McDonalds Restaurant outside a shopping centre near Lisbon in Portugal! The "Campera" Shopping Centre was experiencing a rise in car park usage whilst shopping centre turnover remained static. The assumption is that potential shoppers are parking to use the restaurants but not entering the Shopping Centre. So...call in the experts, Count On Us have assessed pedestrian activity to help with providing a resolution.

End of year promotions

Clearview Traffic are offering a number of fantastic end of year promotions but **HURRY**, they are only valid until the end of March 2010.

Astucia promotions:



Get **free install** of surface stud edge delineation when buying embedded centre line delineation before the end of 2009, **saving a minimum of £2,500.**

Simply buy over 250 Astucia SolarLite embedded road studs to qualify.



Cycle path package promotion:

Buy SolarLite studs to complete a 1km stretch of cycle path (at 10m spacing) at a very special price...

200 studs plus fixative, **only £5,000** or 200 studs plus fixative and installation, **only £6,500**

Golden River Promotions:



Buy 4 get 1 free:

In order to keep traffic moving this autumn we are offering a fantastic offer, if you buy any 4 items from the Golden River range we will give you a 5th FREE!!

The offer extends across the range including the M680 Count and Classify product, M420 Tube Counter and M500 Radar Counter, it also extends across our extensive range of accessories to add to your existing products.

M420 Tube Counter bundle including:



- 5 x M420 4 tube counters
 - Software
 - FREE training
- ONLY £4,999**

The Marksman 420 represents a leap forward in the design of pneumatic tube traffic counters. It provides outstanding features, accuracy and capabilities in a small, light and robust unit.



Upgrade to a technology refresh package and get 20% off:

Talk to us about replacing or upgrading your infrastructure to the latest family of Marksman traffic Count and Classification devices, ranging from the simple M100 fit and forget device, to the advanced M680

that can provide real time and historical data as well as UTM integration. We are also happy to dispose of any old kit for you – no matter what the brand.



Rent a traffic counter from £250 per week:

If you are not in a position to purchase new equipment, but need information to keep your traffic moving this autumn why not hire it from Clearview Traffic.

Short and long term hire available across the range including the M680 Count and Classify product, M420 Tube Counter and M500 Radar Counter.



M100 Wireless Vehicle Detection System Bundle:

8 Stud Bundle Only £3,999

This includes:
8 magnetometer studs, 1 access point, 1 repeater unit, 1 M120 card, 2 mounting brackets

16 Stud Bundle Only £7,999

This includes:
16 magnetometer studs, 2 access points, 2 repeater units, 2 M120 cards, 4 mounting brackets

Terms and conditions apply to all promotions, please contact your local sales representative for further details.

Feedback

For more information on any item in this newsletter please contact us on 01869 362809 or at sales@clearviewtraffic.com

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