

TagMaster announce collaboration with Siemens Mobility regarding solutions for Selective Vehicle Detection in Traffic management systems

Stockholm, Sweden, 28 March 2011 - TagMaster, the leading producer of advanced RFID solutions for Automatic Vehicle Identification (AVI) announce today that Siemens Mobility, an innovator of advanced design and technology to manage of the increasing complexities of modern traffic, will use TagMaster long-range RFID Readers and ID-tags as part of their solutions for Traffic Management and Selective Vehicle Detection (SVD). This solution will be presented at the Traffex trade show (29-31 March, NEC, Birmingham, stand D10, Hall D).

At the Traffex/Parkex trade show TagMaster long-range LR-series readers and ID-tags will be presented as part of the Siemens Mobility system solution for Selective Vehicle Detection – so called “green flow” solution. The use of long range RFID will make an above ground installation possible with the reader mounted onto existing traffic poles, lighting columns or any other piece of roadside infrastructure. This will make installation, but also any maintenance, quick and easy with a minimum disturbance for the ongoing traffic flow. The ID-tag is easily and simply mounted in the windscreen of the vehicle. Each semi-passive tag has a unique ID that is associated with the equipped vehicle and can be read an unlimited number of times at a suitably long distance and at traffic speed.

Large vehicle fleets can be equipped with TagMaster RFID products as part of the Siemens SVD solution to give the fleet owner reliable, accurate and up to date information regarding the location of all vehicles within the fleet. This new solution can also be used in multi lane free flow situations, where the removal of the need to stop at barriers is essential to enable smooth traffic flows.

TagMaster RFID products are installed in all parts of the world, in all climatic conditions and in all types of installations from vehicle identification to railroad systems. The readers are known for a unique level of reliability and ease-of-use providing a low life time cost-of-ownership. The reader platform is built on a LINUX operating system providing a flexible, easy-to-integrate solution. The reliability of reads during harsh conditions and at high passage speed has been tested and proven for many years.

“After extensive testing we have decided to use TagMaster readers and ID-tags as part of our Selective Vehicle Detection solution. The use of long range RFID products from TagMaster will provide with a new level of flexibility in installation and integration with a minimum impact to the surrounding streetscape,” says Matthew Vincent, Deputy Sales and Marketing Director at Siemens Mobility.

About TagMaster

TagMaster is a Swedish technology company founded 1994 with headquarters in Kista (Stockholm), Sweden. TagMaster designs and markets advanced long-range radio frequency identification (RFID) systems and information services associated with automatic vehicle identification, rail bound transportations and people access, in order to increase efficiency, security, convenience and to decrease environmental impact. TagMaster exports mainly to Europe, Asia and North America via global network of partners, systems integrators and distributors. TagMaster shares are traded on First North in Stockholm, Sweden. TagMaster’s Certified Adviser is Remium AB. www.tagmaster.com

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About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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