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SRL FIRST TO LAUNCH SCALABLE TRAFFIC MANAGEMENT SOFTWARE TO MOBILE HIRE MARKET
Traffex - stand B010

SRL has become the only mobile ITS (intelligent transport system) hire supplier to provide local authorities with a scalable traffic management software platform which the company will launch to its customers at Traffex.

The platform enables the growing number of customers already using it to manage their permanent systems, not only to efficiently integrate compatible mobile equipment within their networks, but also in future, to expand and continually adapt the range of products, between which data may be shared to effectively tackle a number of urban traffic priorities.

The UK and Republic of Ireland's largest manufacturer and provider of mobile ITS equipment, SRL is traffic technology specialist SWARCO's exclusive temporary and portable VMS (variable message sign) hire partner. Until now, its customers managed their VMS via SWARCO's Zephyr sign management software. SRL is now moving to SWARCO's newer Sign Manager solution, which enables urban traffic managers to integrate mobile signs within their permanent UTMC (urban traffic management and control) networks and so coordinate their entire fleet more efficiently.

Sign Manager is part of SWARCO's MyCity modular scalable urban mobility management software platform, which unites an array of different traffic management solutions. In the near future, SRL plans to expand its MyCity portfolio beyond Sign Manager, to include a broader range of mobile product categories in addition to VMS. This will allow customers to simultaneously address a wide range of traffic priorities such as congestion and air quality via the exchange of data between multiple ITS solutions.

Via its adoption of MyCity, SRL has become the only rental supplier of portable and temporary ITS equipment to provide urban traffic managers with a scalable software platform that can be continually modified in response to demand and technological advance.

A growing number of local authorities are already using MyCity to manage their permanent networks since its launch last year, so SRL is confident that demand for its compatible products will be strong. Even customers who are not already subscribed to the platform may benefit from it, as SRL can grant them access to the software in relation to its products.

Said SRL's director of business development, Iain McDonald: "The introduction of Sign Manager will immediately give SRL customers such as local authorities, the ability to manage their entire mobile and permanent VMS network with greater efficiency.

"In time, they will also benefit from the availability of a wider range of MyCity solutions relating to a broader spectrum of mobile ITS products, between which data may be shared. This will further improve the efficiency of their entire traffic management operations and enable them to tackle a number of issues at once.

"The adoption of MyCity is an important step for SRL as it works to help join the dots between temporary and permanent ITS technology, which is a corporate priority."

Added SWARCO's managing director, John Pickworth: "SRL's adoption of MyCity offers exciting new opportunities to the local authority hire market, which will now be able to efficiently tackle rapidly evolving urban mobility challenges."

SRL provides a comprehensive range of mobile ITS equipment for sale as well as hire, with a portfolio comprising VMS, CCTV, traffic signals with UTMC connection, pedestrian signals, signal bags, solar/hybrid work-zone protection barriers and ANPR. Founded in 1997, it has the UK and RoI's largest distribution network of over 30 depots and is the only ITS manufacturer available to customers on site 24/7, 365 days a year.

For further details, please visit SRL at Traffex, stand number B010. SWARCO will also be exhibiting at Traffex on stand E012.

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