



# Autumn 2009 Newsletter

Don't forget,  
our loop  
classifier sale  
ends on 31st  
October.

All loop  
classifiers are  
reduced to  
£500

## Successful launch of VIPERWIM®

What an amazing year 2009 has been for Applied Traffic and the launch of our VIPERWIM® Weigh in Motion Classifier. The launch took place at this year's Traffex show in Birmingham where orders were placed—on the day! Since the show we have installed and been testing with the UK Department for Transport and have started testing with Transport Scotland. We have reached as far afield as Australia with world wide enquiries flooding in. The VIPERWIM® is the latest

in Weigh in Motion technology. It incorporates an interactive interface with intuitive menus and 2GB of memory storage. In addition full connectivity for 3G, GPRS, GSM and landline modems has been added, along with the addition of high-speed USB connectivity for local connection.



Applied Traffic are pleased to announce we will be exhibiting at Intertraffic Amsterdam in March 2010.

We will be at stand **09.501**. Our stand will be exhibiting our VIPERWIM®, along with our new VIPERVARIO classifier due for release at the end of 2009. Pre-release information can be found on our website in the news section.

Don't miss out on our other products too, we will be happy to demonstrate our Radar counter & Bus Priority System.

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Government are striving towards making Britain greener & one way is to get the public to ditch their cars and use public transport—but how can you convince them? We have a loop based bus priority system which triggers the traffic light controller giving the bus the go ahead at a junction. By speeding up the bus route, this keeps timetables more accurate and a smooth direct route for the commuters. Our low cost option is available until January for just **£750** for a 2 lane operation. Reading Borough Council have been installing our systems on their priority routes which have proven a great success. There is no need for costly systems to be installed on each bus with GPS.

## Customer Driven Solutions