

# VARIABLE MESSAGE SIGNS

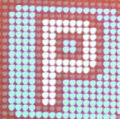
VMS from SWARCO Traffic Ltd







Town Centre



Queen St

419 SPACES

Lurke St

540 SPACES

St Peters St

91 SPACES

River St

148 SPACES

Allhallows

287 SPACES

Greyfriars

54 SPACES





# PARKING GUIDANCE

Moving people around cities smoothly and effectively is at the heart of the SWARCO portfolio. Choose from the simple yet effective module LED signs or opt for full colour to demonstrate a number of messages.



Full Colour Module Sign



Amber only Module Sign

## Functionality and Benefits

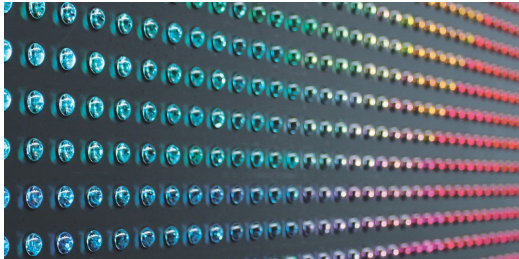
- Guides the traveller to the nearest spaces, improving the user experience.
- Live guidance reduces congestion by taking road users off at the most appropriate car park
- Fully flexible designs, we will create a design especially for your project
- Option to integrate car park count equipment within signs which can reduce the requirement for separate cabinets
- Display technology is fully scalable from simple single colour display through to full matrix display providing the ultimate solution for message flexibility and impact

## Communications

- SWARCO's central control system, Zephyr allows you to create messages for full colour signs and access vital statistics on module signs, view full data reports and set car park special days and opening times
- Fully flexible UTM compliant IP based communication including 3/4G, mesh, fibre, wi-fi, ADSL
- Ability to be fully integrated with other suppliers systems

# FULL COLOUR RGB

Full colour VMS from SWARCO provide ultimate message flexibility and future proofing, a versatile platform for delivering messages to drivers. They can be used for traffic information, parking guidance, use on the motorways and in a retail environment.



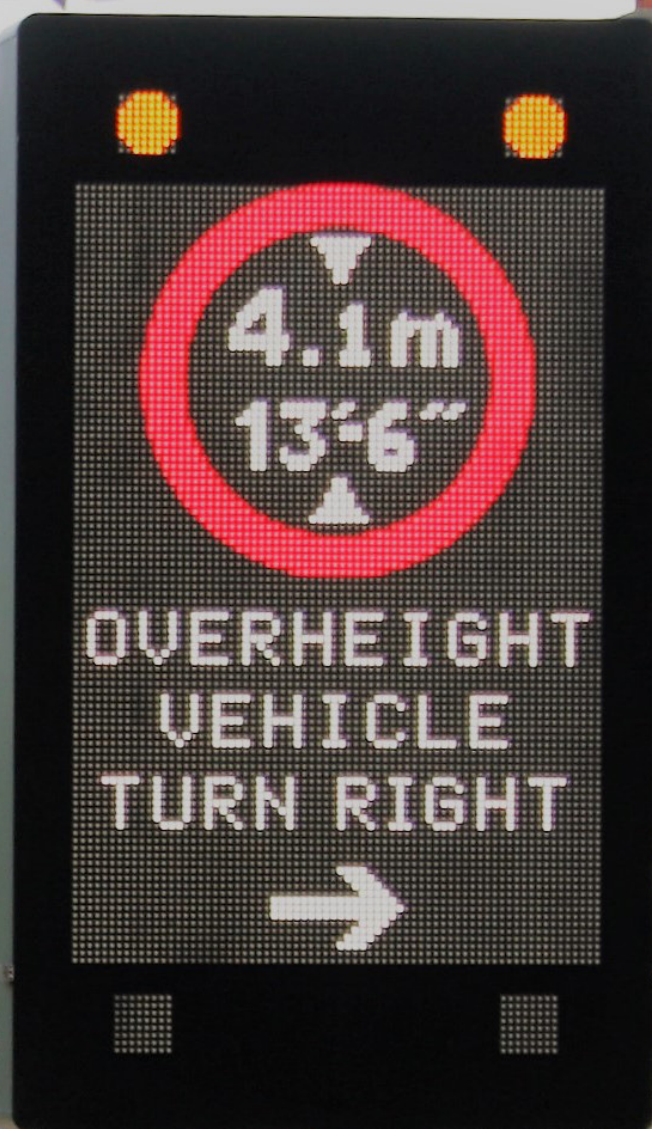
## Functionality and Benefits

- Full colour display, able to display any text, graphic or image offering ultimate message flexibility and future proofing
- Fully scalable modular construction ensuring the most suitable sized display can be supplied for particular requirements as well as urban MS3's or motorway MS4's
- Can display any picture, text or graphic, 64 million colours
- CE Certified to EN12966, EN12899, approval under TR2516B
- Patented lens design which optimises efficiency through light distribution
- Pixel pitch to suit road speed and resolution requirements

## Communications

- SWARCO's central control system, Zephyr allows you to create your own defined messages, set sign message schedules and plan strategies. Access vital statistics and data reports as well as set car park special days and opening times
- Fully flexible UTM compliant IP based communication including 3/4G, mesh, fibre, wi-fi, ADSL
- Ability to be fully integrated with other suppliers systems





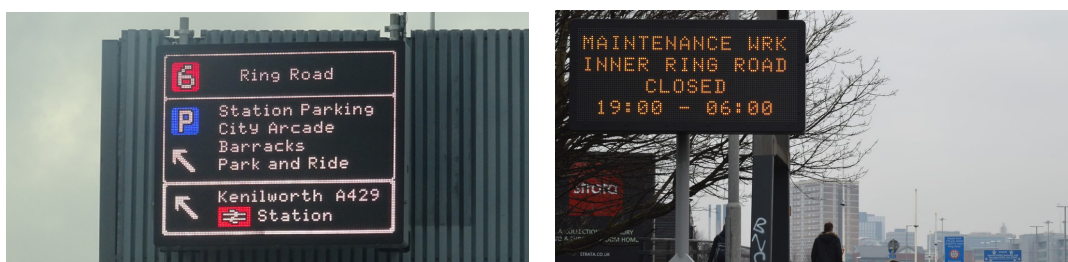
Vote  
Leave

Except 10am-4pm  
loading  
max 20 mins



# INFORMATION AND WARNING VMS

Set real-time messages to display traffic information or warnings such as adverse weather conditions or warn of stopped traffic ahead.



## Functionality and Benefits

- Variety of options from text only to full colour displays, full message flexibility and future proofing
- Able to set real time messages, ideal for warning of upcoming events, adverse conditions or diversions for peak periods
- Keep drivers informed, improving their user experience on your roads
- A variety of communications meaning these work with UTMC central systems

## Communications

- Using Zephyr allows you to create messages full colour messages including graphics such as speed limit symbols or TSRGD warning signs. With the integral TSRGD rule checker you can ensure any messages are fully compliant
- Fully flexible UTMC compliant IP based communication including 3/4G, mesh, fibre, wi-fi, ADSL
- Ability to be fully integrated with other suppliers systems

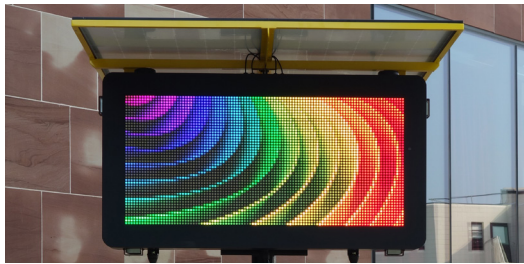


FREE PARKING  
ON SUNDAYS IN  
TOWN CENTRE  
CAR PARKS



# SMART MESSENGER TRAILER VMS

All the technology of a SWARCO full colour RGB VMS but moveable. Ideal for advising of upcoming events or traffic information. The smart messenger collection can also be used in conjunction with radar detection for speed warning and recording vehicle speeds as well as offer journey time calculations.



## Functionality and Benefits

- Full colour RGB Matrix Sign, able to display any graphic, text or image
- Available with fuel cell technology, allowing for season round unattended operation, alternatively opt for battery only for up to 7 days battery life
- Capable of displaying 4 x15 characters of TSRGD text as well as alternative character sizes
- ITS upgrades available including journey time calculator and radar speed detector
- Exceeds all Highways standards including CE Certification to EN12966, L3, R3, B3, T1

## Easy Deployment

- Detachable towing bar
- Powered height adjustment and 360° sign rotation
- Telescopic jacks for levelling
- Small footprint, ideal for cities and towns
- Unbraked trailer required, it is less than 750 Kgs

## Communications

- Sign can be controlled via UTM System
- Can also be managed via Zephyr, ideal for utilising the full colour display
- 2G/3G/4G Communications





swarco

EN12966

CERTIFIED

L3, R3, B6





SEND MESSAGES TO  
DRIVERS IN REAL TIME.



Bedford PGS05

P

Town Centre

P

Allhallows  
387 SPACES

Greyfriars  
117 SPACES

↑

Queen St  
246 SPACES

Lurke St  
681 SPACES

St.Peters St  
289 SPACES

River St  
215 SPACES

Settings

Pin to dock

Fre

Total

Reserved

Occupancy

Settings

River Street

220 - 2%

|                 |     |
|-----------------|-----|
| Occupied        | 5   |
| Free            | 220 |
| Total           | 225 |
| Reserved spaces | 0   |
| Occupancy       | 2%  |

Settings

Pin to dock



# ZEPHYR

Zephyr is the ultimate sign management system, providing a user friendly and powerful web based management system designed especially for our VMS. Zephyr adds the capability to manage full colour matrix signs, creating, uploading and scheduling text and graphical messages as well collecting vital statistics on your car parks to manage them effectively.



## Key Features

- Access anywhere via web browser such as Chrome, Edge or Firefox
- Easy to use interface especially designed for full colour matrix signs means any message, image or pictogram can be used using simple drag and drop, free text or uploads via bitmap.
- TSRGD Rule checker to ensure any free text messages meet the required highway standards
- Location management via the map, as it pinpoints all assets
- Statistical information for strategy analysis
- Quickly view asset status, schedule and fault reports at the touch of a button
- Timetabling mass messaging and scheduling allows for strategy planning across a region
- Hosted in a secure ISO27001 certified datacentre, information is safe yet accessible
- Communications include UTM, GPRS & 3G/4G

## Management of Assets Including;

- Variable Message Signs and Trailer VMS, Car Parks, Vehicle Activated Signs and School Warning Signs with our Profectus controller fitted.

## Benefits

- Each account user can have their own log on details, improving security.
- Ability to set personalised settings, customised navigator view enables easy viewing of particular assets or locations.
- Reduces the need for scheduled site visits as remote feedback is available
- Urban traffic strategies can be managed efficiently
- UTM Communication for a flexible solution
- An interface especially designed for full colour matrix signs



PROCESSING,  
ANALYSING, AND  
OPTIMIZING. TO HELP  
TRAFFIC FLOW SMOOTHLY.





# SOLUTIONS IN ACTION

Reference: Managing Traffic at the Port of Dover



## The Problem

In 2015, the Dover Port witnessed record volumes of freight passing through (2.53 million units), an increase of five percent on 2014 – equating to £119 billion of trade annually (or 17 percent of the UK total). Such increasing traffic requires support and effective management.

## The Solution

A total of 15 variable message signs (VMS) were supplied, whilst some were used to direct HGVs into Customs or the holding facility 13 were installed on a 57.5-metre-long gantry at the entrance of the holding facility to give drivers clear information on which lanes to enter. Each of the signs, which were made to order within three months and include over 160,000 individual LEDs, were required to meet the Port's exacting light emission standards to cater for its 24/7 freight needs whilst keeping light pollution and disturbance for local residents at a minimum. SWARCO's own management software was also installed giving the Port's operators 12 different settings to choose from at any time of the day. SWARCO also installed its barriers, operated by a traffic light system in each holding facility to instruct drivers on when to pass through.

## The Result

The contract has directly increased the Port's capacity to retain vehicles (including HGVs) within its boundaries to reduce traffic, congestion and emissions from the town and local roads and in doing so has provided a further boost to the local economy. Previously, at peak periods, the Dover Traffic Access Protocol (TAP) would be implemented, where heavy goods vehicles (HGVs) would queue in a facility on the A20, creating congestion for all other traffic which is no longer an issue.





## SWARCO | FIRST IN TRAFFIC SOLUTIONS.

SWARCO is a growing international group providing a complete range of products, systems, services and solutions for road safety and intelligent traffic management.

With almost five decades of experience in the industry, the corporation supports the growing mobility needs of society with turnkey systems and solutions in road marking, urban and interurban traffic control, parking, public transport, infomobility and street lighting. Cooperative systems, V2I communication, electromobility, and integrated software solutions for Smart City are the latest, future-oriented fields in the group's portfolio.

[www.swarco.com](http://www.swarco.com)

