

Press release

Kapsch “City Pole” telematics solution receives State Prize award for Design

Kapsch TrafficCom, the global provider of solutions for ‘city access’ and traffic safety, was awarded the State Prize for Design 2011 in the category “Product design Industrial Design/Capital Goods” on 28 Sept. 2011. A team of developers from Kapsch TrafficCom impressed with the “City Pole” solution – a traffic telematics solution that sets the trend in terms of functionality and aesthetics.



Telematics applications have become increasingly commonplace in the traffic segment in recent years. To date, the focus has been mostly on the solution’s technical components; design aspects were often only taken into consideration to the extent required. Of course, careful design can direct the reaction of the observer, enabling the use of video recording equipment to avoid a deterrent effect and instead promote a sense of safety.

Impressive functionality and aesthetics – State Prize award



The City Pole telematics solution is an initial prototype, which combines functionality and aesthetics. It comprises a telematics unit on the installation mast (City Pole), a camera housing and a transceiver housing. It works particularly well in the urban environment with its visual and aesthetic compatibility, but also offers a wide range of requirement profiles in geographical terms (e.g. climatic). The City Pole can be used in cities (entry restrictions, red light monitoring), or in parking space management. The Kapsch TrafficCom “City Pole” prototype was created in conjunction with the design office formquadrat within the scope of the Austrian subsidy programme I2VPlus (category CREATECH: Industry meets Design).

Kapsch TrafficCom is an international supplier of superior intelligent transportation systems (ITS) and primarily supplies electronic toll collection systems. With its end-to-end solution portfolio, Kapsch TrafficCom covers the entire value creation chain of its customers, from products and systems to integration and operations, as a one-stop shop. Kapsch TrafficCom also offers solutions for urban access management as well as for traffic safety and security. Add-on applications to these solutions, such as traffic data collection, complement the offering. With references in 41 countries in all five continents, Kapsch TrafficCom has positioned itself among the internationally recognized suppliers of intelligent transportation systems. Kapsch TrafficCom AG is headquartered in Vienna, Austria, and represented in 25 countries.

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