

## **Press release**

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### **City of Málaga and Kapsch sign agreement to test and develop latest demand and capacity management in urban traffic.**

**Vienna, February 25, 2020** – The cooperative agreement with Kapsch TrafficCom (Kapsch) will make Málaga the first city in Europe to test the latest dynamic signaling system and real-time traffic optimizer for the improvement of urban mobility. With a duration of two years and the possibility of two annual extensions, the pioneering projects will complement tests carried out in other European cities.

"It is very satisfying for Málaga to be the first city in Europe to realise a project of this magnitude. The technology will optimise the city's traffic for the benefit of our citizens' quality of life, resulting in less time in the car throughout their journey," said José Del Río, Málaga's Councillor for Mobility. "This project also reinforces Málaga's position as an urban laboratory for testing technological initiatives."

The main objective of the demand management project is to provide vehicle users with alternative routes, thereby reducing traffic saturation during peak periods or in the case of unforeseen events. Through a dynamic signaling system with variable message signs (VMS) and a new "virtual VMS" mobile application (developed by Kapsch), the most appropriate route advice will be displayed and indicated via audio in real-time to the driver of the vehicle when he arrives near a decision point. The system uses the information from the traffic light system for calculation and decision making to dynamically select the most recommended route in every situation. The development of the capacity management allows for the use of a real-time traffic optimizer, which dynamically modifies the duration of green areas on the route depending on the traffic conditions detected by the installed sensor system.

"Public-private partnerships allow faster progress in the evaluation of innovative solutions for new mobility. The agreement we have signed enables the city of Málaga to be a showcase project for the use of demand and capacity management systems, which we will develop, implement and evaluate as part of a groundbreaking proof of concept in Europe", says Juan Marín, City Director Spain & Portugal Kapsch TrafficCom.

The agreement does not provide for financial compensation by either party and will enable the City of Málaga, once the two developments have been implemented, to continue to include all the city's roads and receive free real-time information on the city's traffic situation through advanced navigation development. This will enable the city to offer citizens solutions to improve traffic and reduce emissions, as well as alternative routes for their journeys,

**Kapsch TrafficCom** is a provider of intelligent transportation systems in the fields of tolling, traffic management, smart urban mobility, traffic safety and security, and connected vehicles. As a one-stop solutions provider, Kapsch TrafficCom offers end-to-end solutions covering the entire value creation chain of its customers, from components and design to the implementation and operation of systems. The mobility solutions supplied by Kapsch TrafficCom help make road traffic safer and more reliable, efficient, and comfortable in urban areas and on highways while helping to reduce pollution.

Kapsch TrafficCom is an internationally renowned provider of intelligent transportation systems thanks to the many projects it has brought to successful fruition in more than 50 countries around the globe. As part of the Kapsch Group, Kapsch TrafficCom with headquarters in Vienna, has subsidiaries and branches in more than 30 countries. It has been listed in the Prime Market of the Vienna Stock Exchange since 2007 (ticker symbol: KTCG). Kapsch TrafficCom's about 5,000 employees generated revenues of EUR 738 million in fiscal year 2018/19.

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