

Press release

Kapsch TrafficCom: Completing Integral Smart City Project in Saudi Arabia.

By implementing Kapsch EcoTrafiXTM and making use of Kapsch TrafficCom's know-how in Smart Urban Solutions, the ATVAM project turns Makkah, Madinah and Jeddah into smart cities. The project is to be recognised throughout the entire Middle East and beyond.

Vienna, October 15, 2018 – It is Kapsch TrafficCom's largest project in the Middle East and it involves three cities, three Command and Control Centers and almost 3000 pieces of equipment. ATVAM (Automatic Traffic Violations Administering and Monitoring) is one of the largest smart transportation projects in the Middle East, operating in one of its most dynamic regions which includes the three cities of Makkah, Madinah and Jeddah. Since operations kicked off in 2015, the results are already measurable. For example, travel time within Madinah city has been cut by 40% and security and services to citizens have also improved. Importantly, carbon dioxide emissions are cut by 300 kilograms per year per junction.

As Saudi Arabia continues to follow its ambitious "Vision 2030", the Kingdom and its infrastructure are changing rapidly. However, work on ATVAM already started in 2008, as part of a BOT (Build Operate Transfer), awarded and managed by DALLAH TRANS ARABIA (DTA) in the Western Region. The BOT also included a fully fledged enforcement system to finance the smart transportation element. When the need for an Intelligent Transportation System (ITS) was identified, it was Kapsch TrafficCom Saudi Arabia who established the first comprehensive ITS and security project under one umbrella. The ATVAM project is an integral smart city project that includes the implementation and management of a varied range of technological solutions focused on optimizing urban traffic control and increasing road safety in Jeddah, Makkah and Madinah.

To better guide traffic through the narrow streets of the city centres of Makkah and Madinah, and to substantially cut carbon dioxide emissions, Kapsch EcoTrafiXTM solution has been implemented. The real time reactive adaptive traffic control optimizes the traffic flow and responds to traffic or security events as they happen.

So far, the system has been rolled out in 125 intersections, with state-of-the-art controllers and 48 Dynamic Message Signs to inform drivers in real time and optimize traffic flow. Furthermore, 2097 Automated Vehicle Location systems in police vehicles and 42 License Plate Recognition gantries around the city have been put in place for heightened security, based on a black list of wanted vehicles.

Next steps for the project include the expansion of the system, the upgrade of main avenues and tunnels and more smart buses and smart parking. These additions are set to make Madinah, Makkah and Jeddah not only smart cities, but pioneers in ITS.

Facts & Figures.

- > 3 Control and Command Center with state of the art Kapsch EcoTrafIX™ software
- > 125 intersections covered with state-of-the-art controllers
- > 105 CCTV and Video Based Incident Detection System at key points, ensuring security, monitoring and quick response time
- > 48 Dynamic Message Signs, to inform drivers in real time and optimize the traffic
- > 48 sites covered by Lane Control Signs and Vehicle Speed Limit Signs, for quick response in infrastructure optimization due to incidents management
- > 42 License Plate Recognition gantries around the city, for heightened security, based on black list of wanted vehicle
- > 2097 Automated Vehicle Locations systems in Police vehicles - Geolocation system deployed in police patrols fleet
- > 79 Mobile License Plate Recognition mounted on police cars, for heightened security and optimized response time

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 alike 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 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 currently has more than 5,200 employees, and generated revenue of approximately EUR 693.3 million in fiscal year 2017/18.

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