

# SIEMENS

*Ingenuity for life*

Návrh prezentace

**Pavína Lukešová, Gorazd Ratulovský**

# Slabé stránky

**velké množství textu**

**nesjednocené velikosti některých textů**

**velké množství ikonek**

**příliš grafických prvků (šipky, orámování, stíny...)**

**málo volného prostoru - vzdušnosti**

Nová šablona

A nighttime cityscape with digital overlays representing smart traffic systems. The scene includes a river with boats, city buildings, and a network of glowing blue lines connecting various points. A large orange light trail curves through the city. In the upper center, a semi-transparent digital interface displays the text "Grid Connected" and some data points. The Siemens logo and slogan are in the top left, and the main headline and sub-headline are in a teal banner at the bottom. The footer contains copyright and website information.

**SIEMENS**

*Ingenuity for life*

# Smart systems. Smart traffic.

Siemens Intelligent Traffic Systems at a glance

Unrestricted © Siemens AG 2016

[siemens.com/traffic](http://siemens.com/traffic)

# The world of mobility is facing tremendous challenges

we are facing the next mobility revolution

SIEMENS

## Trend



### Aging and individualism

More and more people and goods need to be moved predominantly by rail and road. Different modes of mobility will grow together.

Increasing traffic leads to challenges for cities and urban regions in the areas of ...

### ...mobility

Average speed in big cities will drop further  
2030 Car density will increase ...



### ...environment

Road traffic accounts for **20%** of the total CO2 emissions in the European Union

### ...safety

Major car accidents every ...  
Road deaths/100T & years

### ...to be handled within tightened budgets

Economic crisis in Europe biggest challenge for all major cities



## Optimizing infrastructure with our Smart Mobility Solutions

SIEMENS

...making traffic flow smoother, reducing energy consumption, protecting the environment and ensuring cities are attractive places to live and do business in.



# Centrals

...the brain behind a city's mobility system

SIEMENS



Scala, Concert,  
Guide



smartGuard



Stratos,  
UTC/SCOOT



TACTICS, ACS  
lite, NextConnect



# Controller & Signalheads

...our controllers and signals move the world.

SIEMENS



Silux 2



sX & C900



smartCore



Office



Motion



ST950, Signals,  
UPS



ATC, SEMARC,  
SEPAC, 2070E





## Optimizing traffic flow on Highway 1 between Jerusalem and Tel Aviv

SIEMENS



- Toll system for a 13 km fast lane
- Operational in 2011
- Intelligent algorithm which calculates the toll charge dynamically according to traffic density
- Guaranteed minimum speed
- Improved energy efficiency
- Revenues from the dynamic toll are reinvested in the transportation infrastructure
- Pays for free bus transfers to the city center
- The time savings create a high level of acceptance among drivers

Pavĺína Lukeřov, Gorazd Ratulovsk