



Cloud Amber Limited, Amber House, 11, Brockley Road, Elsworth, Cambridgeshire, CB23 4JS, UK

www.cloudamber.com

info@cloudamber.com

Press Release

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Whippersnappers mix amongst Traffic Giants

It was at the beginning of November 2006 the Directors set up the Cloud Amber and we now celebrate our 3rd birthday in business together. Our vision back then and now is for Cloud Amber to be a dynamic, vibrant company developing innovative and creative products tailored to the requirements of both Traffic Managers and the Travelling Public.

The Journey

Looking back is something that comes quite unnatural to the Cloud Amber board. However we do remember our first contract was for a small Argonaut system in Bradford Metropolitan Borough Council. At the time the development team consisted of just one! After our success in Bradford, we secured further work, small jobs and contracts, gradually expanding our customer base and product set.

"The Dorset County Council project was our first large scale UTMC deployment. With over 7 or 8 adaptors, Strategy Manager, Argonaut Mobile, Document Manager, Filters, it provided us with a great challenge and really catapulted our product to being one of the best on the market." - James Hewetson, Commercial Director

Following on from our success in Dorset, more recently delivering Cambridgeshire County Council (to a very demanding customer) and then highly innovative Oxfordshire County Council system, with yet more innovative, complicated and demanding features.

"The Oxfordshire system is now being presented and talked about throughout the UTMC industry as an example of car park, variable message sign and journey time best practice and an example for others to follow." - Mike Wells, Operations Director

There have been other noticeable successes such as the South Yorkshire Intelligent Transport System Dissemination project. Cloud Amber was up against giants such as Mott MacDonalds, Telent and Logica, all multinational, multimillion pound corporations so the spot light was on us to deliver. We are pleased to report that the launch of the Travel South Yorkshire Get There Sooner portal has been a success and is currently being seen as the UK's best multi modal real time travel portal on the internet today.

"Now with over twenty three systems deployed in the field, from being the smallest UTMC supplier in the UK, we are now comfortably the second largest with ambitions to be the largest within the next year. " - Richard Thurbin, Technical Director

The Future

The global recession has hit the UK hard but Cloud Amber is in prime position. The board feel the key to Cloud Amber's future success is to continue to innovate within the transport sector, bring further products on to the market as well as further adapt and improve our existing product set.

"We are perusing a number of large scale sales leads. These include a regional bus scheduling package for the midlands and the north of England, a car park pre and post payment system, asset and fault management as well as products which reduce our customer's yearly revenue spend." – James Hewetson, Commercial Director

"We are confident we have the team in the UK and abroad to achieve continued success and expansion throughout the coming years. Thank you to all of our team, supporters and customers for your part in making Cloud Amber the success it is today." – Richard Thurbin, Technical Director

ENDS

Notes for Editors

Cloud Amber

1. Cloud Amber are committed to minimising the environmental impact of travel whilst enabling the unhindered movement of people necessary for a revitalising economy. We aim to revolutionise the way data and information are accessed through the open provision of information to the widest possible audience in the format, style and content most suited to their needs.
2. Cloud Amber products enable Traffic Managers to model, monitor and control the environmental effects of travel as well as reducing congestion to maximise the use of a limited road network. From this same data source Cloud Amber provide our Voyager products and services relating to accidents, roadworks, congestion, air quality and the state of the road network in general to empower road users to make informed travel decisions to avoid congestion hotspots.

For more information and images please contact:

Richard Thurbin

Technical Director

Mobile: +44 (0) 7927 704 145

Email: info@cloudamber.com

www.cloudamber.com