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## Press Release

For Release: 7<sup>th</sup> June 2010

### **Ben Dobson joins Cloud Amber**

Cloud Amber is proud to announce that, Ben Dobson, an experienced and highly regarded intelligent transport systems consultant is joining the Cloud Amber family.

Ben has been involved with Intelligent Transport Systems, Traffic Technology and Urban Traffic Management Control for over 20 Years. In this time he has been responsible for solutions at national, regional and local levels. These include Transport and Traffic Management Systems, Flow and Congestion Detection, Traffic Signal Design, Bus and Taxi Priority. He has advised clients in both the public and private sectors on utilising technology to ease congestion and reducing carbon emissions. These clients include Tees Valley Unlimited, Newcastle City Council, Blackpool Council and Transport for London.

Ben will be responsible for developing Cloud Amber's offering and providing existing and new clients with advice and support to enhance their service offering.

*"After so many years in the ITS industry, I am excited about joining a young, dynamic and innovative company. I share the teams vision for democratising of information as well as re-interpreting UTMC as unified transport management control. It is very important that we continue to strive at breaking down barriers, providing greater integration and intelligence to existing and new areas, systems and services." – Ben Dobson, Cloud Amber's newest member of the family.*

*"With Ben's experience and knowledge, we are all very confident he will settle in to the Cloud Amber family and culture quickly and immediately start making an unique and invaluable contribution to our customers, our product and our systems." – Richard Thurbin, Technical Director.*

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### **ENDS**

Cloud Amber's 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, all using UTMC, RTIG, SIRI and other industry protocols.

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