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Press Release

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Bluetooth Adaptors Saves Capital and Revenue

Cloud Amber is able to supply an adaptor to integrate in to Bluetooth journey time systems. The consequential saving in terms of capital cost for a given level of coverage is expected to be at least 50%. A significant saving is also expected in respect of the ongoing maintenance liability.

A key advantage of Bluetooth detection over traditional ANPR is that Bluetooth detectors have an antenna whose beam can be designed to meet the requirements of a particular scenario. This allows them to be directional, or omni-directional, and with a coverage of up to 100m. ANPR detectors, in contrast, are unidirectional and therefore to cover both directions of a carriageway at least two cameras are required (often more are required to cover multiple lanes). To get a clear view of number plates, the two cameras will often also need to be mounted on separate poles. Bluetooth doesn't rely on line of sight to vehicle number plates; the installation location is therefore more flexible and may potentially be incorporated into existing street furniture. The above advantages result in:

- A smaller number of detectors required for a given level of coverage (half, at minimum) and therefore a lower capital cost of installation compared with ANPR.
- A lower requirement for infrastructure (poles) and hence a lower capital cost of installation as detectors can be at street level.
- A smaller maintenance overhead thanks to fewer units, less cleaning, and less (potentially more accessible) infrastructure.

"We are very excited about the possibilities in using Bluetooth data in our products. The opportunities for the data include journey times, detectors, origin and destination survey data and people throughout." – remarked Richard Thurbin, Cloud Amber's Technical Director.

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 UTM, RTIG, SIRI and other industry protocols.

For more information and images please contact:

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