

Reducing emissions and avoiding congestion: Kapsch TrafficCom presents innovative solutions and Smart Urban Mobility at the ITS World Congress 2021

Hamburg/Vienna, October 6, 2021 – **In terms of sustainable mobility in cities, avoiding congestion is a key issue. Intelligent traffic management leads to quick, effective solutions and positive effects on the environment and quality of life. From October 11 to 15, experts from Kapsch will be presenting their mobility solutions for digital traffic control and intelligent networking of vehicles and roads at Stand 5405 (Messe Hamburg).**

The negative economic and ecological effects of congested road networks are undisputed. For example, a quarter of all greenhouse gas emissions in Europe are due to traffic. The fact that this is also causing resentment among those affected was recently made clear by the Kapsch TrafficCom Index-2021: 70 % of German and 74 % of Austrian respondents no longer consider road traffic emissions acceptable.

Intelligent traffic management allows traffic authorities to record and respond to traffic conditions in real time. While conventional solutions are time-delayed and inaccurate, a proactive solution takes into account current traffic conditions and combines measures such as dynamic pricing, intelligent vehicle routing and signal optimization to manage demand from private motorized transport.

"Traffic congestion and its associated emissions create a public health crisis and cause millions of dollars in lost productivity. That's why we are driving innovation and technology in key areas such as Connected Driving, Smart Roads and Smart Mobility Pricing. All these elements need to work together if we want to achieve sustainable change", says Gerd Gröbminger, Vice President Sales CENECA at Kapsch TrafficCom.

A first convenience function that can be implemented quickly is the Green Wave Assistant. Traffic signal timing data is processed directly for drivers with a smartphone app or integrated into the vehicle navigation system so that they can keep up with the green phases of the traffic signals and drive more smoothly while at the same time saving energy.

Another important tool for tackling traffic congestion as part of an intelligent traffic management strategy is the optimization of signaling. This involves adjusting traffic signal timing so that traffic does not back up at intersections. This optimization of signaling can reduce congestion by up to 25%.

In addition, intelligent traffic management also includes data exchange with navigation providers. By using deep learning algorithms, it is possible to determine the optimal routing scenario for traffic, and also balance traffic according to local needs on all available routes. In this way, navigation providers can tackle congestion and reduce travel times for individual drivers.

You can get more detailed information on these and other Kapsch TrafficCom technologies at Stand 5405 at Messe Hamburg, as well as part of a panel discussion on 13.10. in room 2 of exhibition building B4, where Kapsch expert Balazs Barnucz will talk about the possibilities of AI for traffic analysis.

If you want to find out more, you can of course arrange a personal appointment.

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About Kapsch TrafficCom

Kapsch TrafficCom is a world-renowned provider of transportation solutions for sustainable mobility. Innovative solutions in the application fields of tolling, tolling services, traffic management and demand management contribute to a healthy world without congestion.

Kapsch has brought projects to fruition in more than 50 countries around the globe. With one-stop solutions, the company covers the entire value chain of customers, from components to design and implementation to the operation of systems.

As part of the Kapsch Group and headquartered in Vienna, Kapsch TrafficCom has subsidiaries and branches in over 25 countries. It has been listed in the Prime Market segment of the Vienna Stock Exchange since 2007 (ticker symbol: KTCG). In its 2020/21 financial year, around 4,660 employees generated revenues of about EUR 500 million.

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