

## News

### FUTURISTIC COLAS STEALS THE SHOW AT TRAFFEX 2019

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Colas demonstrated the route to the future this week at Traffex at the NEC in Birmingham, stealing the show with amazing innovations highlighting the French-owned group's pioneering strength.

On show were ground-breaking new products from the Colas innovative research and design campus, including:

- Wattway, a unique photovoltaic road surface, an autonomous generator of electricity from solar source;
- Flowell, dynamic road markings which look set to transform the way we share public space and direct mobility;
- VMS, full colour smart signs which will revolutionise highways messaging, scheduled to be the first full colour signs on Highways England network;
- M@estro, our all-new traffic signal controller with integral remote monitoring functionality offering the capacity to deliver a step change in vehicle flow.

Hundreds of visitors flocked to the Colas stand to see the group's intelligent products on show – some on display in the UK for the first time. Alongside a host of local authorities and their advisors, the Colas team welcomed all-comers and fielded questions and interest from Newcastle to New York.

It was an exciting three days for the team, which included colleagues from Colas UK and the French parent company, and served to introduce the group's innovations and impressive research capability to the highways industry.

Iain McDonald, ITS Business Manager at Colas says: 'Once again, Traffex offered the perfect launch platform for our exciting ITS innovations coming from our global company to the UK market. We are confident our current and prospective clients will benefit from our cutting-edge technology and solutions'.

#### Notes for Editors

1. Traffex took place between 2-4 April at the NEC in Birmingham;
2. Wattway, Colas's solar road, is also on show at the Highways England innovations centre at West Hallam, (Derbyshire). It comprises a photo-voltaic road surface which can deliver electricity in off-grid areas and can power entire communities;
3. Flowell can delineate lanes, change traffic direction, highlight changing road user lanes and light up pedestrian crossings. It comprises panels containing LEDs encapsulated in a multilayer substrate, all connected to an electrical grid.
4. VMS signs mounted overhead on gantries and give operators total control remotely to display full-colour messages to road users.
5. M@aestro, with inbuilt remote monitoring is set to add a new dimension to traffic signal control in the UK - improving vehicle flow, enhancing control and offering futuristic capabilities.

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