



## Press Release

**Issue** 1  
**Pages** 2  
**Date** 7th September 2018

# Old Dalkeith Road Average Speed Cameras Transform Driver Behaviour

There has been a significant improvement in driver behaviour and speed limit compliance since Scotland's first urban Average Speed Camera (ASC) system went live on Old Dalkeith Road, Edinburgh one year ago. Jenoptik's SPECS3 VECTOR system was introduced to improve road safety on the route, reduce the number of collisions and encourage motorists to drive within the speed limit.

Since ASC went live on Old Dalkeith Road there are on average only 2 offences recorded per day. This is a significant improvement in driver behaviour, considering 3 in every 5 vehicles were speeding prior to the installation of ASC. In addition, during the last year there have been no injury collisions reported on Old Dalkeith Road within the area covered by the Average Speed Camera system.

**Jenoptik Traffic Solutions Director Geoff Collins said:**

"SPECS Average Speed Cameras have a proven record in improving safety on 350km of Scottish strategic roads, but this is further evidence that lower speed limit, urban routes are also dramatically safer for residents and road users alike where ASC are operated."

**East Safety Camera Unit Manager Inspector Vincent Fisher said:**

"It's clear after the first full year of operation the system has encouraged a significant change in driver behaviour and I would like to personally thank all the drivers who use this route for considering their driving manner and helping to make the road much safer."

"Prior to the cameras being installed, less than 40% of the 15,000 vehicles a day which use the road were adhering to the speed limit. We now find that on average, speeding offenders have been reduced to only 2 per day and in the last year nobody has been injured on the section of Old Dalkeith Road covered by the system."

**Head of the Scottish Safety Camera Programme, Steven Feeney said:**

"These findings add to the compelling evidence that average speed cameras help to transform driver behaviour. This encouraging improvement in speed limit compliance along this section of Old Dalkeith Road is a step towards achieving safer road travel, reducing the number of serious injuries and moving towards an ultimate vision of zero fatalities on our road network."

**City of Edinburgh Council Transport and Environment Convener, Councillor Lesley Macinnes, said:**

"These figures are extremely encouraging and demonstrate a real change in driver behaviour as a result of the Average Speed Camera system on Old Dalkeith Road."



Jena/Frimley, UK, 7<sup>th</sup> September 2018

## About Jenoptik

As a globally operating technology group, [Jenoptik](#) divides its activities into three segments: Optics & Life Science, Mobility as well as Defense & Civil Systems.

The Traffic Solutions unit in the Mobility segment develops, manufactures and distributes components, systems and services which contribute towards greater road traffic safety throughout the world. The product portfolio comprises comprehensive systems relating to all aspects of road traffic, such as speed measurement and red light monitoring systems, OEM (Original Equipment Manufacturer) products and systems for the detection of traffic violations. Expertise extends to measuring average speed over a defined section of road (section speed control) and automated number plate recognition (ANPR). Thanks to the digital combination of several sensor technologies with software and data management, Jenoptik is also a new systems supplier for truck toll monitoring on federal highways in Germany. In the service field we cover every aspect of the traffic safety process chain.

## Contact

Geoff Collins  
JENOPTIK | Traffic Solutions  
Sales and Marketing Director  
Phone: +44 1183 130333  
E-mail: [geoff.collins@jenoptik.com](mailto:geoff.collins@jenoptik.com)

Cornelia Ehrler  
JENOPTIK AG  
Communications and Marketing  
Phone: +49 3641 65-2255  
E-mail: [cornelia.ehrler@jenoptik.com](mailto:cornelia.ehrler@jenoptik.com)

You receive this e-mail because you are registered with us as a journalist/media representative and we have kept you up date with information from the Jenoptik Group in this way. In the context of the EU General Data Protection Regulation (GDPR) we drew up a privacy policy for our current press distribution lists. Information on the processing of personal data as well as on your rights as data subject are available in the [Press section of our website](#). We hope that we can continue to inform you about news from the Jenoptik Group in the future. Should you not want to receive any press releases in the future, you can unsubscribe at any time. To do so, please send us a message to [pr@jenoptik.com](mailto:pr@jenoptik.com).