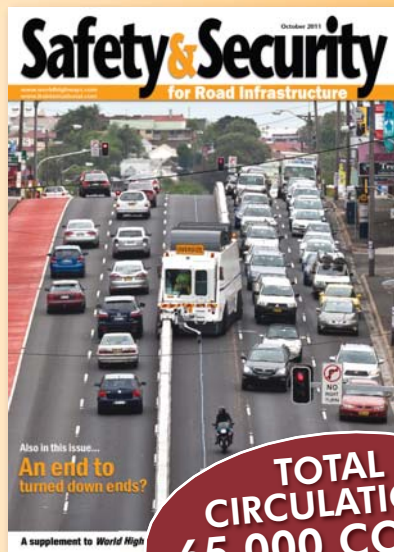


# Safety & Security

for Road Infrastructure

PUBLISHED  
MARCH &  
OCTOBER  
2012

A special publication from the publisher of  
*World Highways* and *ITS International*



TOTAL  
CIRCULATION:  
65,000 COPIES  
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- Intertraffic Amsterdam
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- ITS America Annual Meeting
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A supplement to



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Improving road safety is a key concern for all in a bid to reduce the horrific death toll around the world. Road safety is of particular concern in developing nations where rapidly expanding vehicle fleets are over-taxing already over-stretched infrastructure and where driver training, vehicle condition or enforcement may not be optimal. The latest research is highlighting key risk factors, which allow authorities to introduce more effective safety measures.

An array of solutions are at hand to tackle this problem. These can provide electronic monitoring of vehicles and alert authorities to errant drivers or provide fast emergency response in the event of an accident. Physical measures can help reduce the severity of crashes that occur. Better accident investigation can also highlight the risks to road users of all types and help prevent future incidents. Both electronic and physical measures can boost safety for vulnerable road users such as cyclists, pedestrians or motorcyclists.

*World Highways* and sister magazine *ITS International* investigate the many proven and new technologies and products aimed at boosting highway safety. Smart technologies for vehicle detection and speed monitoring allow for more effective management and enforcement capabilities. At the same time, physical measures are boosting safety. These include improved barriers to protect vehicle occupants and safer wearing courses to reduce the risk of loss of control. Driver information is also being improved through more visible markings, in the forms of better paints and reflective beads and more efficient signage and lighting.

#### Developments in the following areas will be discussed:

- Barriers
- Surface materials and treatments
- Tunnel management systems
- Developments in variable message signs
- Emergency telephone systems
- Frangibles
- Vulnerable road users
- Delineation
- CCTV / Automated Incident Detection
- Access Control / ANPR

#### Informed Authority

*Safety & Security for Road Infrastructure* will be compiled by Mike Woof, Editor of *World Highways* and Jon Masters and Jason Barnes, Editor and Technology Editor of *ITS International*. Between them they possess over 50 years of relevant editorial experience, and will ensure that the content of this supplement is thoroughly researched and highly informative.

#### Editorial contributions are welcome

We welcome editorial contributions. If you have a suggestion for the editorial team, please contact them directly at [wheditor@ropi.com](mailto:wheditor@ropi.com) or call +44 1322 612055.

The deadline for editorial submissions for the March edition is 31 January 2012.



**Safety & Security**  
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Enhanced Hazmat tracking using EGNOS

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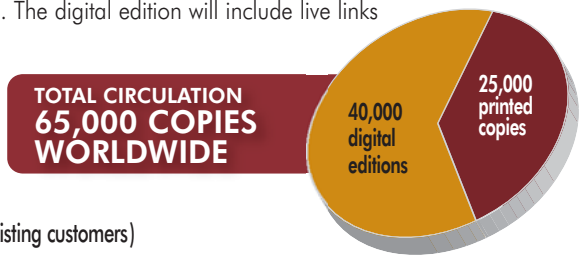
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Put your product or service in front of **senior policymakers and specifiers worldwide**.

- Total circulation of **25,000 printed copies** distributed with selected copies of the March and October issues of *World Highways* and the March/April and September/October issues of *ITS International*.
- **Bonus distribution** provided at Intertraffic Amsterdam, TRA 2012, ITS Annual Meeting, ITS World Congress and Gulf Traffic.
- **PLUS 40,000 Digital Editions** will also be distributed to selected individuals from ROP's digital database. The digital edition will include live links to the advertisers' websites.



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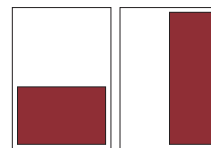


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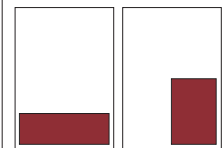


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