AVERAGE SPEED CAMERAS
Delivering improved road safety
Installing the 3M™ Average Speed Camera System

Introduction
As the UK’s leading provider of award winning road markings, specialist highway products and services WJ have been selected as the delivery partner for 3M Home Office Type Approved (HOTA) average speed cameras.

WJ now supply and install Temporary Automatic Speed Camera systems for the enforcement of mandatory speed limits at Roadworks (TASCAR) within the UK temporary traffic management sector.

3M utilise the resources and contracting experience of WJ to install the passive safety columns and cameras, confident in the experience and unrivalled reputation for exceptional service delivery.

3M Average Speed Camera System
The approved 3M speed camera system has already been deployed on permanent applications both here in the UK and abroad and now lends itself ideally for an automated “distance over time” speed enforcement solution. Providing reliable, long term operation in a variety of operating environments the camera system is linked through a 3G or GPRS wireless connection to generate full violation records cost effectively.

The 3M system consists of a speed enforcement network of up to 1000 Average Speed Cameras and an Evidence Retrieval and Control Unit (Installation).

Benefits of the 3M System
• Workforce safety
• Road user safety
• Congestion reduction
• Fairer system
• Reliable
• Easy to install
• Experienced delivery and support

Safer than Traditional Spot Speed Systems
The 3M Average Speed Camera System eliminates the hazards caused by spot speed cameras, while still maintaining traffic flow. Through correct signage, drivers know that they are approaching an average speed enforcement zone and they are able to adjust their speed accordingly and safely.

Benefits of the 3M System
• Workforce safety
• Road user safety
• Congestion reduction
• Fairer system
• Reliable
• Easy to install
• Experienced delivery and support

Safer for Construction Workforce and Road Users
Given the close proximity of the workforce to the live carriageways where narrow lanes and contraflows affect safety it is now widely accepted that these systems can help manage traffic speeds through roadworks to improve the safety of both vulnerable workers and road users.

According to Brake the road safety charity it’s essential that legal speed limits are enforced, to ensure people are obeying the law and not putting themselves and others at risk.

Creates a Steady Traffic Flow and Eases Congestion
Average speed enforcement is an effective tool for reducing journey times by limiting the disruption to traffic flow that spot speed can cause.

A Fairer System
The 3M Average Speed Camera System will enforce on the minimum possible distance and always favour the driver (and helps limit legal challenges) by minimising the speed reported.

Reliable
With over 10,000 ANPR cameras installed across the UK, the 3M team of highly experienced service engineers will ensure that the system is correctly setup and calibrated.

3M average speed cameras use their own Optical Character Recognition (OCR) engine, which is widely recognised as the most advanced in the industry.

Easy To Install
The 3M Average Speed Camera System is mounted on poles and bases designed specifically to suit the 3M speed camera hardware. This engineered system has been designed to accommodate a range of locations and altitudes.

The cameras are able to operate using wireless (GPRS or 3G) communications so all of the required electronics for the camera contained are inside a single unit.

Experienced Delivery and Support
WJ are the leading providers of permanent and temporary road markings with a wealth of experience working on motorways and trunk roads and are well positioned to deliver this camera system. In collaboration with 3M the installation, set up and maintenance of this system is well supported by an experienced team of engineers, project managers and industry experts in TASCAR.

In 2013 there were over 3,000 people killed or seriously injured (KSI) in road accidents where speed was a contributing factor*

Find out more. Visit our website: www.wj.uk

*Based on research undertaken by THINK! : http://think.direct.gov.uk/speed.html
AVERAGE SPEED CAMERAS

WJ North Limited
E: wjnorth@wj.uk
Stoke-on-Trent,
Staffordshire.
Tel: +44 (0)1782 381 780
Elland,
West Yorkshire.
Tel: +44 (0)1422 370 659

WJ South Limited
E: wjsouth@wj.uk
Milton Keynes.
Tel: +44 (0)1908 649 110
London.
Tel: +44 (0)20 3553 4751

WJ South West Limited
E: wjsouthwest@wj.uk
Wellington,
Somerset.
Tel: +44 (0)1823 289 950
Pridhamsleigh,
Devon.
Tel: +44 (0)1823 289 950

WJ Scotland
E: wjscotland@wj.uk
Airdrie,
North Lanarkshire.
Tel: +44 (0)1236 755 114

WJ Products Limited
E: wjproducts@wj.uk
Bradford,
West Yorkshire.
Tel: +44 (0)1274 606 770