



think exceptional



# AVERAGE SPEED CAMERAS

Delivering improved road safety



**3M** Science.  
Applied to Life.™

[www.wj.uk](http://www.wj.uk)



# 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 (Instation).



Violations details showing one or two plates

## 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.

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

## 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.



\*Based on research undertaken by THINK! : <http://think.direct.gov.uk/speed.html>

## 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.



You can be confident that the 3M approved camera system will be installed safely and efficiently to the highest standards with the minimum of disruption.

Find out more.  
Visit our website:  
[www.wj.uk](http://www.wj.uk)





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