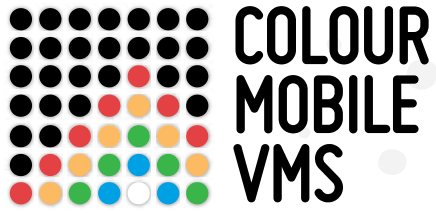


COLOUR MOBILE VMS PRESS PACK

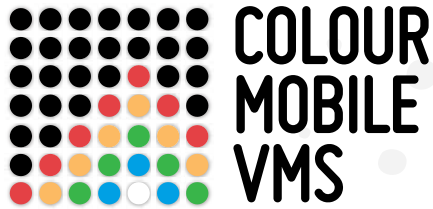
Fast, effective colour messaging





CONTENT

Welcome - Press Release.....	3
Next-Generation Sign Management.....	4
Eco Lighting.....	5
Director Biography and Company Background.....	6
Fast Facts.....	7
Photo Selector.....	8
Contact Information.....	9



INNOVATIVE CROWD MANAGEMENT SOLUTIONS BEING UNVEILED AT SHOWMAN'S SHOW

Pioneering sign and lighting provider, Colour Mobile VMS, will be launching one of the UK's most innovative event support services at Showman's Show this week.

Designed to control any crowd size, the unique five colour matrix signs and energy efficient lighting towers will be displayed on stand 125, Avenue A - and testament to the signs' capability to manage crowds at the most prestigious of events, Showman's Show organisers are also using the solar powered VMS signs to welcome visitors into the event.

In addition to the trailer mounted and portable fold up VMS signs, Colour Mobile VMS will be showcasing its next-generation sign management technology, Web Studio, which allows the user to control any number of signs remotely and rivals all competitor systems - ideal for large-scale events with multiple entrances.

The VMS signs, coupled with the Ecolite lighting towers, which offer an 80% reduction in CO2 emissions when compared with competitor products, mean that Colour Mobile VMS can offer the most environmentally friendly, cost-effective and sophisticated crowd management solution on the market.

Tony Price, Managing Director, Colour Mobile VMS says: "Our ethos has always been about providing the very best crowd management solutions - in terms of environmental credentials, innovation and cost-effectiveness. By being the only UK provider of five-colour VMS signs and with our unrivalled eco-friendly lighting towers, we can be confident in the fact we are the most cutting edge provider of signage and lighting in the industry."

For further information about Colour Mobile VMS and its products, come to stand 125 on Avenue A at Showman's Show or please visit www.colourmobilevms.com

For further media information, to arrange a meeting at Showman's Show or for images please contact Agatha Chapman-Poole at First Impression on agatha@firstimpression.co.uk or M: 07795 383057

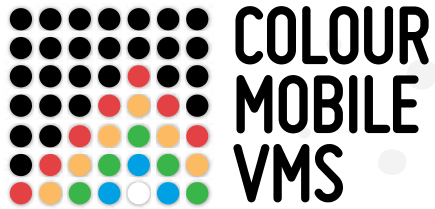
NOTES TO EDITORS:

Colour Mobile VMS is based in the Peak District National Park, a central location with close links to main motorway system, ensuring easy reach to whole of the UK.

The Colour Mobile VMS range is Highways Agency approved and Colour Mobile VMS is proud to be sourcing its revolutionary variable message signs exclusively in the UK, from reputable international signage specialist, Bartco.

The Colour Mobile signage range includes a Portable Fold-Up VMS, which can be stowed easily in car boots, the trailer-mounted VMSA, which is designed for inner city and urban works, or for roads with speed zones up to 50 mph and the VMSC, which is larger still and primarily used on roads where speeds are greater than 60 mph. The LED modules on all models are interchangeable quickly and easily.

Colour Mobile VMS also supplies a range of environmentally friendly lighting towers called EcoLite, which boast an 80% reduction in CO2 and a 75% reduction in fuel consumption compared with comparative products.



NEXT-GENERATION SIGN MANAGEMENT

Increasingly, the web is controlling the world, and our roads are no exception. Pioneering signage and lighting provider, Colour Mobile VMS, has incorporated a unique sign management system, called Web Studio, to its range of variable message signs, which rivals all other existing systems.

New in the UK, Web Studio means that from any WiFi enabled device – laptop, smart phone, iPad – traffic can be notified of situations in an instant. The sophisticated remote technology allows the user to survey a map of where their signs are located, then zoom in to closely observe and adjust the operation of each sign, in terms of what is displayed and component functionality. The user will even receive SMS and email notifications if any signs require attention or maintenance.

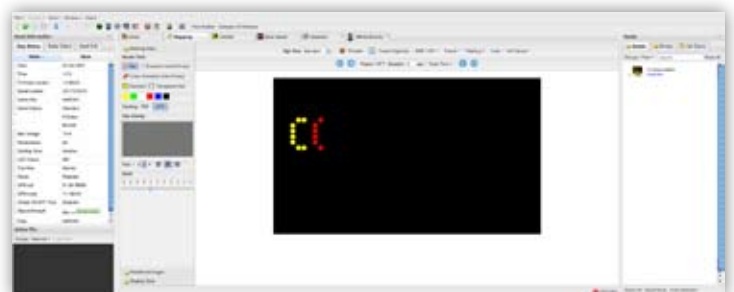
Web Studio also enables the monitoring of radar devices, which are built into the solar-powered signs to help with traffic calming or data capture – the speed can be set and changed remotely and even scheduled in advance.

The Colour Mobile VMS system is ideal for users of multiple signs, such as police forces, local authorities and traffic agencies. At the touch of a button any number of the five-colour signs can be controlled saving travel time and cost.

Tony Price, Managing Director, Colour Mobile VMS, says: "We pride ourselves in our innovative solutions for the highways. Web Studio is a seamless option for managing any road situation and it aims to save traffic management organisations time and cost."

The Colour Mobile VMS range of signage products is Highways Agency and Home Office approved.

For further information please visit www.colourmobilevms.co.uk



ECO LIGHTING

80% reduction in co2

The Ecolite lighting tower uses modern, energy efficient Ceramic Discharge Metal Halide technology when combined with its patented prismatic lenses you get superior definition, clarity and colour at a fraction of the CO2 output associated with any other lighting tower.

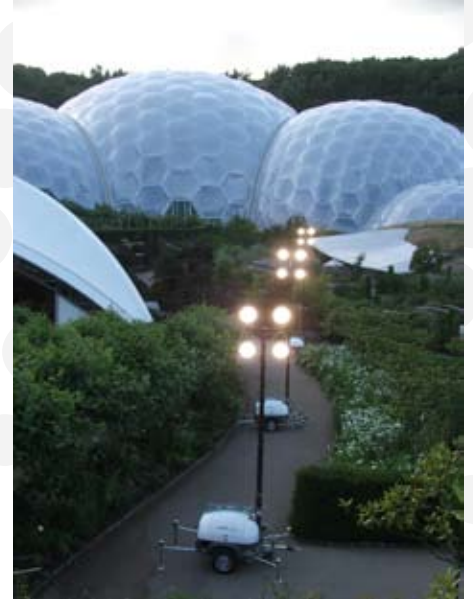
- 80% reduction in overall CO2 footprint
- Modular design for rapid component replacement & exchange
- High recyclable content
- Reduced light pollution (85% of light focused on task)
- Reduced noise pollution (ultra quiet, single cylinder air cooled engine) 86/33dba
- Hydraulic mast system uses biodegradable fluid - 9.1 meters
- Base unit is fully bunded providing 110% machine fluids containment
- Dusk to dawn auto switching and 7 day timer options
- 220V input output & 110V output options

Save 75% on fuel costs

- 75% more fuel efficient
- 170 hour run time
- Lightweight & compact: 10 Ecolite - T units or 20 Ecolite - P units on a standard articulated lorry
- Fewer fuel deliveries
- Lower labour costs associate with refuelling
- Reduced traffic management costs & disruption (within road works)
- Fuel saving on bowser/fuel bunker vehicles
- Reduced opportunity for fuel contamination

Light coverage & visibility

- Results are achieved through tuning the light source to optimise mesopic vision, significantly improving the quality of light in terms of definition, clarity and colour reproduction.
- Using less wattage and photopic luminance also reduces the reflectance of the light from the road/work surface whilst improving visual acuity.



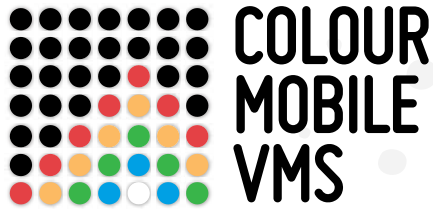
- Light reflectance is a major contributor to light pollution and creates glare that significantly hinders vision at night, creating a hazard in the work environment.

Ecolite communications tower

The Ecolite Comms Tower is the latest in a range of innovative solutions to simplify connectivity at outdoor events. This ingenious tower light reduces the amount of infrastructure required at event sites, simplifying setup, deployment and installation, whilst still benefiting from the latest communication services.

The Ecolite Comms Tower provides everything you would expect from the latest palletised tower light including high efficiency, high power lights, 170 hours continuous running on generator, and has the additional communication capabilities of a built-in wireless network access point, CCTV camera and public address speakers.

The Ecolite Comms Tower operates as a standard 'POD', joining an existing on-site network and extending coverage by a further 300 metres to the next POD or central location, such as a Site Office POD (SOP) or Mobile command Centre (MCC). The built-in CCTV camera relays full frame video back to a central viewing point or hard disk recorder. The audio announcement unit can be configured to work with an existing PA system on site or run independently, supporting multiple announcement channels including an emergency broadcast. The tower unit also supports wired and wireless internet access and phone (VoIP) communications. This multifunctional tower works well at entrances, camping areas and plant working locations.



DIRECTOR BIOGRAPHY

TONY PRICE

Managing Director, Colour Mobile VMS

With significant experience in the electronics and technology sectors at director level, Tony has experience in successfully delivering complex technical projects in the UK and worldwide to both public organisations, including the Police and The Army and private businesses across the globe.

Prior to launching Colour Mobile VMS in March 2010, Tony held senior sales and operational roles at electronics manufacturing company, Walters Group Ltd, where through process redesign and effective management, he increased productivity by 20%.

This was preceded by Appian Technology Plc, a ANPR solutions provider (Automatic Number Plate Recognition). As Executive Director reporting directly to the CEO and board, Tony led the delivery of complex projects to a global customer base that included the police, security services, Private sector and NGO's in the UK, US, Central America and Middle East. He successfully managed the design, development and delivery of a unique congestion charge scheme in Valletta, Malta. Delivering the system on time, on budget and to the required quality. The system subsequently won a European Local Transport Information Service (ELTIS) award as a European best practice model for best case study of the year 2007.

Colour Mobile VMS is the UK industry leader in colour matrix displays and Tony is solely responsible for maintaining relationships with suppliers and customers to ensure the successful growth in the traffic management, events and advertising sectors of the business.

Tony is an active member of the Chartered Management Institute and is a Prince 2 Practitioner.

ABOUT COLOUR MOBILE VMS

Colour Mobile VMS is the only company in the UK to provide colour solar powered mobile variable message signs. The products are manufactured by BARTCO and Colour Mobile VMS is the sole UK distributor of BARTCO products.

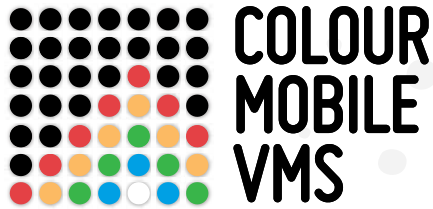
Colour Mobile VMS is based in the Peak District National Park, a central location within easy access of the motorway network, ideally situated to serve the whole of the UK. Because they are UK based, they can provide 24/7 service and support for all signage solutions.

Colour Mobile VMS are industry leaders with colour matrix displays and have full Highways Approval for the use of colours other than amber. They welcome an opportunity to work with partners, end users and public sector bodies, to bring colour matrix signs to market.

The benefits for traffic management, event information, advertising and brand reinforcement are immense.

ABOUT BARTCO

Established in 1995 as a traffic management company, Bartco used this industry experience and evolved into Australia's leading manufacturer and exporter of Portable Traffic Management Equipment. Bartco were the first to introduce the full matrix LED display to the Australian Market and continue to be market leaders and innovators when it comes to technological advancement. With markets all over the world, Bartco continue to invest heavily in Research and Development to maintain its number one position in the industry.



FAST FACTS

- Colour Mobile VMS launched in March 2010
- VMS stands for Variable Message Signs
- Colour Mobile VMS is the only UK company to have Highways Agency approval for five-colour matrix signs
- Colour is a trigger for people to act
- Colours affect our actions and reactions in traffic¹
- Colour conveys meanings via environmental and cultural associations
- Red is associated with energy, war, danger, strength, power and determination as well as passion, desire, and love²
- Blue is associated with depth and stability and symbolises trust, loyalty, wisdom, confidence, intelligence, faith and truth
- Green has strong emotional correspondence with safety and is associated with growth, harmony and freshness
- White is considered to be the color of perfection and is associated with light, goodness, innocence and purity
- Amber is associated with energy, caution, warmth, cheer and joy
- People with normal colour vision can see approximately 10 million colour shades
- Oil company BP has registered its shade of green in over 20 countries – a clever colour to have chosen given its current association with the environment
- Dot matrix signs are signage which uses dot matrix technology as a means of displaying information. The dot matrix system is based on a series of dots that are put together in certain sequences to create phrases, words, symbols, letters and numbers. In signage terms a dot matrix system will use illuminated dot matrix 'dots' to make up signs.
- Light Emitting Diodes (LEDs) are the illuminating element in all of Colour Mobile VMS Matrix displays, Traffic lights, and Arrow Boards.
- Colour Mobile VMS full size matrix displays for instance have 1'344 individually controlled LEDs, meaning you can display virtually any text or image you desire.
- LEDs are lower power consuming and long lasting light source.
- Because Colour Mobile VMS exclusively uses LEDs all its products can operate indefinitely from renewable solar energy.
- Colour Mobile VMS signs can be updated instantly using remote technology via SMS or WiFi.
- There is a Portable Fold-up VMS which measures a compact 805mm x 1040mm for convenient boot storage.
- Colour Mobile VMS is a distributor of the Ecolite lighting tower.
- Ecolite lighting towers use Ceramic Discharge Metal Halide technology.
- Ecolite lighting tower reduce the overall CO2 footprint by 80%.

1 www.colourmatters.com

2 www.colour-wheel-pro.com

PHOTO SELECTOR



1.jpg



CMVM5036.jpg



Colour Demands Attention.jpg



Colour Mobile VMS black.jpg



Colour Mobile VMS.jpg



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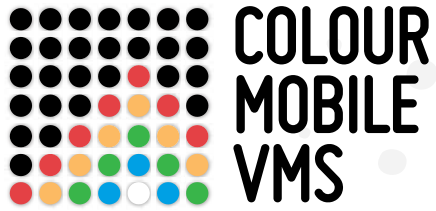
Eden EcoLife Endorsement.jpg



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Colour Mobile VMS

Unit 18, Molyneux Business Park, Whitworth Road, Darley Dale, Derbyshire, DE4 2HJ

Tel 01629 735 295 **Email** sales@colourmobilevms.com **Web** www.colourmobilevms.com

For press enquiries please contact agatha@firstimpression.co.uk