



Australian media: Further details and comment

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BARTCO links with UK firm to extend global reach

Two leading intelligent transport system (ITS) providers Australia's BARTCO Traffic Equipment Pty and UK's P&D Specialist Services (Holdings) Ltd will launch their two new joint venture companies at Intertraffic Amsterdam 2014 (25-28th March 2014), it was announced in London today.

The joint ventures – BARTCO UK and MVIS Aus -- will extend the global reach of both companies, bringing the benefits of their renowned ITS solutions to new international markets.

Established in Australia in 1995, BARTCO is a well-respected, well-established international innovator, bringing to market a range of portable solar powered traffic equipment. Its five colour matrix variable message signs (VMS) were the first to hit the UK market in 2012.

The signs made their UK debut on the world stage at London's Olympic Route Network as part of a joint venture between P&D Specialist Services and Colour Mobile VMS, now MVIS Ltd. In what was believed to be the largest single deployment of solar powered portable VMS in the world, almost 200 units were employed for the network.

The VMS are programmed by WebStudio™ sign management system and BARTCO recently launched the world-first VMS message app, CurbSite Lite™.

BARTCO most recently produced the roadside Electronic Fire Danger Rating Sign, which won the Product Design Award at Victoria's Fire Awareness Awards in December. The sign, deployed in a world-first throughout Victoria by the Country Fire Authority (CFA), replaced old manually-set Fire Danger Rating signs with the latest in LED-based, solar powered technology that was remotely managed and controlled by the CFA from its State Operations Centre.

BARTCO UK will become Europe's first manufacturer of the portable VMS. Based in Derbyshire, UK, BARTCO UK will be the sales and manufacturing division of BARTCO's innovative portable electronic VMS for the UK, European and northern hemisphere markets.

It will be located alongside Mobile Visual Information Systems (MVIS) Ltd, part of the P&D Specialist Services (Holdings) Ltd group.

MVIS Ltd will continue to manufacture portable ITS solutions including ANPR, CCTV, radar and lighting and supply these to the UK, European and Northern Hemisphere markets. While BARTCO's VMS will still be available via MVIS Ltd as part of its rental business, the signs will now also be sold directly to those markets by BARTCO UK.

MVIS AUS will be the new Australian division of MVIS Ltd. Based in Melbourne, Australia alongside BARTCO in Port Melbourne, MVIS AUS will market MVIS Ltd's range of products across Australia and the southern hemisphere, bringing the benefits of MVIS Ltd's bespoke temporary ITS solutions within the easy reach of a new international market.

Said Pat Musgrave, managing director of P&D Specialist Services (Holdings) Ltd, MVIS Ltd and BARTCO UK, and chairman of MVIS AUS: "Together, the two new companies will extend the international reach of P&D Specialist Services (Holdings) Ltd and BARTCO Traffic Equipment Pty, bringing the benefits of their ITS solutions to new markets.

Added Troy Wollard managing director of BARTCO Traffic Equipment Pty and MVIS AUS and chairman of BARTCO UK: "BARTCO will now be able to respond with greater agility to customer demand in the UK, Europe and northern hemisphere, cost-effectively creating and delivering VMS with speed, while MVIS Ltd's technologically advanced, tailor-made ITS solutions will be within easy reach of Australia and the southern hemisphere."

P&D Specialist Services (Holdings) Ltd and BARTCO Traffic Equipment Pty will be launching BARTCO UK and MVIS AUS at Intertraffic Amsterdam at stand 09.207. Visitors will have the opportunity to meet both Musgrave and Wollard, and to see for themselves the companies' evolving ITS ranges. BARTCO UK and MVIS AUS will commence operation on 1st June 2014.

For further details

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