STREETSCAPE INTERNATIONAL

THE COMPANY
World leader in urban domain infrastructure

WHO WE ARE ➤
OUR PRODUCTS ➤
OUR PEOPLE & SERVICES ➤
OUR CONTACT ➤
Since its launch in 1998, Streetscape has been revolutionising the streets of the world’s most iconic cities such as Sydney, Barcelona and Dubai.

Our visionary approach to the urban landscape answers logistical problems with solutions that set a whole new standard in versatility, style and quality. As a city’s infrastructure grows, the need to streamline its facilities is vital. So we’ve developed modular products that work across the entire spectrum of urban services and technology – from streetlights to traffic signals, directional signs, telecommunications, furniture and utilities. Our pioneering system has had outstanding success and is undoubtedly the world leader in urban domain infrastructure.
Our Products

Clean up with the unique and multi-functional Smartpole™

Streetscape International’s simple-yet-smart design approach materialised in the breakthrough invention of Smartpole™. As the exclusive manufacturer and supplier of Smartpole™, we’ve become the world leader in urban network planning. Our patented track makes room for an endless array of accessories, all on one pole, all operating seamlessly and independently at any height or angle. With Smartlighting™, Smarttraffic™, Smartsignage™ and Smartcell™, every Smartpole™ becomes a high-tech hub that can operate a wide variety of lights, traffic signals, advertising, video surveillance and anything else your project’s streets will need to function smoothly.

Furthermore, with fewer poles on your boulevards, Streetscape International gives you the freedom to design open and striking spaces and still allow for urban expansion economically and efficiently.

Demand the world’s finest street furniture

Streetscape International’s Smartfurniture™ offers you a range of innovative urban furnishings and street accessories. Using ultra-modern, high quality finishes, Smartfurniture™ is also designed with economy in mind – it is low maintenance, can withstand the harshest environments and comes delivered in one piece for simple installation. The extensive range includes seats, benches, bins, bollards, bicycle stands, planter boxes, railing system, information signage, advertising panel, vending kiosks, public toilets and bus shelters and comes in cutting-edge designs, ready to be customised to your project.

Only work with high quality products

Operating at the highest possible standards, Streetscape International’s design, development, production, installation and maintenance conforms with quality standards equivalent to ISO 9001:1994 Quality Assurance System.
Our PEOPLE & SERVICES

INSIST ON A COMPLETE AND DYNAMIC SERVICE

Streetscape International can assist you with every aspect of your urban infrastructure planning. Our project managers will drive your project from the design or consultation stage through to manufacture, installation, commissioning and regular maintenance.

CHOOSE A PARTNER THAT WILL TURN YOUR NEEDS INTO RESULTS

Streetscape International prides itself on its wide-ranging experience in making urban infrastructures work smoothly. Our team’s practical knowledge covers project management, design, engineering, manufacturing and site disciplines. This gives us an exceptional insight into your needs.

MAKE USE OF OUR RESOURCEFUL PROJECT TEAMS

To deliver world-class solutions, Streetscape International has brought together a diverse group of infrastructure specialists.

INDUSTRIAL DESIGN

Our industrial designers have extensive experience developing street infrastructure products. The result is a range of uniquely innovative systems that can be customised to the details of your project.

MANUFACTURER AND SUPPLY

With plants and partners around the world, as well as with a reliable and successful supply chain, Streetscape International supplies the relevant infrastructure products at the finest value and quality.

PROJECT MANAGEMENT

The process from design to manufacture, delivery, commissioning and implementation will be co-ordinated by our professional project managers. They have the necessary expertise to work alongside the consultants, architects and project contractors, ensuring that the end product is delivered on time, on specifications and on budget.

APPLICATION SPECIALISTS

Our team of in-house experts and technology partners offer full and authorised support at every stage of your project, from commissioning to delivery and maintenance.

SALES AND MARKETING

Any work in progress remains fully supported by Streetscape International. We have account managers who are on call 24 hours a day, 7 days a week.

BACK OFFICE

Streetscape International’s back office has a state-of-the-art information and communication system in place, which keeps our service running smoothly and efficiently. It provides instant online access to areas of essential operations such as finance, logistics, production, project and service management.

OUR CONTACT

INTERNATIONAL HEADQUARTERS

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Streetscape International LLC
P.O. Box 113290, Dubai
United Arab Emirates
THE SMARTPOLE™
The revolutionary system

OVERVIEW • SMART BENEFITS • VERSATILITY •
GET THE SMARTPOLE™ ADVANTAGE

Smartpole’s™ revolutionary approach to urban infrastructure is an established success the world over.

No matter how ambitious your project is, Smartpole™ - the tried-and-tested system allows you to customise your infrastructure in the best possible manner. The aluminium alloy track allows you to mount a variety of accessories simultaneously.

This turns each pole into a hi-tech hub that allows your development to evolve and advance with municipal needs and with ever changing technology. Smartpole’s™ flexibility has changed the way municipalities, developers, designers and commuters work and live within their urban environment. This, coupled with the fact that Smartpole™ conforms to the uncompromising Australian (AS), British (BS) and American (ASHTO) design and manufacturing standards, has resulted in Smartpole™ winning both the prestigious Chicago Athenaeum Good Design Award and the Australian Design Award.
SMART BENEFITS

DEMAND THESE PRO’S ON YOUR NEXT PROJECT

AN EFFECTIVE TEAM WITH PROVEN SUCCESS
Every infrastructure project is different and despite our distinguished portfolio, there’s nothing we value more than our clients’ input. We place as much emphasis on experience and manufacturing standards as we do on creative intellect. This practical work ethic, coupled with a proven product, has helped us win awards all over the world.

A SYSTEM THAT EVOLVES WITH YOUR DEVELOPMENT
As a city expands, both the planned and unforeseen demands on your infrastructure can become immense. Whether changes are needed for events, advertising, safety, increased traffic flow, urban refurbishment, the incorporation of new technology or updated by-laws, Smartpole™ quickly and reasonably meets these demands – as well as the relevant codes and policies for such alterations.

NO TEETHING PROBLEMS. REDUCED COSTS
You benefit from many years of intense research and development, which means you won’t go through a trial-and-error start-up. With Smartpole, you can be sure your project will be up and running smoothly before the deadline – which also saves costs on municipal time-penalties you’d invariably encounter with a new system.

LOCAL KNOW-HOW AND MANUFACTURE
Streetscape International benefits from making use of local skills in manufacture, supply and assembly to deliver your Smartpole™ efficiently, punctually and without any logistical glitches.

RELEVANCE TO YOUR CULTURE AND WAY OF LIFE
Demand for our Smartproducts in high-profile cities all over the world has inspired the development of both Western and Islamic design ranges. Whether its lighting, furniture or accessories, we can customise to the theme of the project or the culture of the land.

AN INTELLIGENT APPROACH TO MAINTENANCE
The Smartpole™ System is designed by keeping in mind the necessity of easy maintenance.
- Smartpole™ is treated with a graffiti resistant surface, which makes graffiti easier to remove.
- Smartpole™ lamps are easy to alter or replace.
- Accessory attachments are effective and simple to install.
- Smartpole™ bases have an access-hatch for service authorities.
- Smartpoles™ of different heights, within the same range, share common components.
- A modular approach to design makes adaptation and future changes simple.
- The adaptable track makes it simple to carry out functions specific to various sites.
- Smartpole™ can accommodate additional parts even after initial installation (banner outreach, pedestrian light, traffic lights, CCTV camera, signage, future technologies etc.) without replacing the whole base pole and without adding new poles.

STREETSCAPE INTERNATIONAL

THE SMARTPOLE™ SYSTEM
VERATILITY

FUNCTIONAL COMPATABILITY

<table>
<thead>
<tr>
<th>Lighting</th>
<th>Traffic</th>
<th>Telecommunications</th>
<th>Signage</th>
<th>Others</th>
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<tbody>
<tr>
<td>Street Lighting</td>
<td>Traffic Signals</td>
<td>Micro-cell + 3G integration through Smartcell™</td>
<td>Street Signage</td>
<td>Speakers</td>
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<tr>
<td>Event Lighting</td>
<td>Traffic Control Signage</td>
<td>Antennae</td>
<td>Fabrics Banners</td>
<td>GPS’s</td>
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<tr>
<td>Feature Lighting</td>
<td>Variable Message Signs</td>
<td>Wi-Fi</td>
<td>Online LED Displays</td>
<td>VMS’s</td>
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<td></td>
<td>Pedestrian Signals</td>
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<td>Illuminated Banners</td>
<td>Parking Meters</td>
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<tr>
<td></td>
<td>CCTV / Video Surveillance</td>
<td></td>
<td>Edgelit Banners</td>
<td>Solar Panels</td>
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</tbody>
</table>

**Profile**

<table>
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<tr>
<th>Size</th>
<th>Dimension</th>
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<tr>
<td>S3</td>
<td>120 x 70 mm</td>
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<tr>
<td>S4</td>
<td>sq 166 mm</td>
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<tr>
<td>S5</td>
<td>ø 290 mm</td>
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</table>

**Height range**

- Zone 3: 5 – 16 m
- Zone 2: 2 – 5 m
- Zone 1: 0 – 2 m
- Zone 0: Underground

**Multi-functionality chart**

- Plaza Lighting, Solar Panel, e-Banner
- CCTV, i-Banner, Fabric Banner
- Pedestrian Lighting, VMS, Feature Lighting
- Kerbside Multi Traffic Lantern, Outreach Audio Unit
- Pedestrian Push Button, Vandal Resistant Cladding, Traffic Monitoring Technology
- Access Hatches, Parking Meters

**BUILT TO LAST**

Smartpole™ has been constructed to look good far into the future. Its internal structure consists of hot-dipped galvanised steel, while the external structure is clad in extruded aluminium. The final product is anodized and powder-coated in various colours.

**FUNCTIONAL CUSTOMISATION**

Smartpole™ can be modified to the exact specifications of your project. Lower cladding, light outreachs, bracketry and colour can all be made to order and design registered to your project.

**MULTI-FUNCTION OF THE SMARTPOLE™ SERIES**

The Smartpoles™ come in various profiles and sizes. Heights ranging from 1 m to 16 m to cover all your needs for urban pole infrastructure.
Streetscape International offers a complete collection of accessories that work together to look better, last longer and operate more efficiently. They are easy to install, require less maintenance and are designed and manufactured to the highest possible international standards.

Streetscape International recognises the importance of light when creating ambience in a beautiful space. Whether it’s lighting up an avenue, creating excitement at an event or illuminating architectural features, we offer lighting options in Modern, Victorian and Islamic designs. Streetscape International also employs designers who specialise in crafting unique light outreaches to suit the style of your project. Smartpole™’s flexibility allows for the use of different kinds of lighting within one system, thus reducing design and implementation costs.
The challenge when managing a road system is keeping abreast of the ever-increasing traffic flow and the introduction of new technology. So far, nearly 10 traffic management bodies worldwide have seen the value in using the Smarttraffic™ range—a system that readily copes with current and future trends. Any traffic technology can be incorporated onto the Smartpole™ system and Streetscape International provides stylish, innovative and compatible mounting solutions.

Accessories available for:
- Traffic lanterns
- Push buttons
- Pedestrian signals
- Audio devices
- Termination boards
- Vehicle sensors
- Variable message signs
- Traffic outreaches: our industrial designers can custom create outreaches to the specification of your project.
Streetname assembly: technical drawing

Streetname mounting kit

Traffic signage kit

Kerbside single or double kit

Directional signage mounting kit

Banner arm assembly: technical drawing

Backlit banners

Edgelit banners

Fabric banners

Fabrics banners

e-banners

Smartpole™ is designed to carry various types of advertisement banners. Mounting brackets are available for all types of banner systems, including:

- i-banners, sandwich and side mounted type
- Edgelit banners
- Backlit banners
- Fabric banners
- e-banners

Smartpole™ ACCESSORIES

ACCESSORIES FOR SIGNAGES

STREETSCAPE INTERNATIONAL • SMARTPOLE™ ACCESSORIES
An important part of an urban environment is reliable video capture both for research and deterring crime. Streetscape International provides universal mounting kits that are compatible with brackets for the following technology:

- **CCTV**
- **Smartcell™** – micro-cell and 3G communication technology
- **Antennae**
- **Wi-Fi**
SMARTPOLE™ ADDITIONS • DESIGNED TO STAND OUT

ANCHOR BOLTS
Smartpole™ Anchor Bolts come in different sizes and materials, rigorously engineered to be durable and galvanised against corrosion.

BASE PLATE COVERS
Smartpole™ Base Plates installed above ground can be covered with a number of attractive and uncomplicated covers - available for all standard size base plates.

POLE CAPS
Smartpole™ Caps are available in various interesting shapes and sizes:
- Fluted cap
- Spherical cap
- Standard cap
- Decorative finial
- LED decorative cap

Please contact Streetscape International Account Managers to assist you in selection of suitable accessories required for your needs.
An attractive city needs a range of complementary equipment that creates a reassuring and pleasant environment.

Streetscape International offers Smartfurniture™, a range that takes aesthetics and practicality into consideration. Easy to install, easy to customise and immediately enhances the image of your development. What’s more, Smartfurniture’s™ durable design allows it to withstand the harshest environments, while its compatibility with Smartpole™ also makes it incredibly consistent and low maintenance.
TAKE A MOMENT TO YOURSELF

Set in unique and exclusive designs Streetscape's Street Furniture offers a vast range of seats in styles from modern contemporary to traditional designs. There are huge design possibilities through the use of different finishes and material options including stainless steel, anodised aluminium, recycled hardwood, galvanised steel and many more.
**BENCH • STREET FURNITURE RANGES**

**TAKE A MOMENT TO YOURSELF**
Our varied ranges of benches offer a streamlined and stylish contemporary look which can be customised as per the requirements of the surroundings, landscaping theme or urban environment. Streetscape offers benches which are robust and durable while retaining an aesthetic appeal to them.

<table>
<thead>
<tr>
<th>Range</th>
<th>Code</th>
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<tbody>
<tr>
<td>SMART</td>
<td>S102</td>
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<tr>
<td>AVENUE</td>
<td>A102</td>
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<tr>
<td>METRO</td>
<td>M102</td>
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<tr>
<td>URBAN</td>
<td>U102</td>
</tr>
<tr>
<td>CITY</td>
<td>C102</td>
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</tbody>
</table>
ROLL OUT THE TRASH

Streetscape offers a comprehensive range of stylish as well as practical post bins designed to cover all aspects of waste-management. The designs can easily be customised as per the landscape requirements with a wide variety of choices available for the finish, color, sheet metal perforation shapes and materials.
ROLL OUT THE TRASH
Wheelie bins are basically the outer cover for 120L industrial waste bins. Our range of wheelie bins varies from truly distinctive to superbly ergonomic, all being reassuringly durable. All are bins are easily maintained and lockable and can accommodate any customisation with regards to the look and feel aspects of the product.

<table>
<thead>
<tr>
<th>STREET FURNITURE RANGES</th>
<th>SMART</th>
<th>AVENUE</th>
<th>METRO</th>
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<td>WHEELIE BIN</td>
<td>S104</td>
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<td>U104</td>
<td>C104</td>
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</table>
SMART AND BEAUTIFUL BOLLARDS

Bollards are used generally to keep spaces open and accessible to pedestrians, whilst providing effective traffic control. Streetscape provides a range of bollards from high strength structural bollards which makes them suitable for most anti-ram and security applications to the decorative passive bollards which provide a sleek and stylish finish to projects ranging from the main street to prestigious developments.
ILLUMINATED BOLLARD

SMART AND BEAUTIFUL BOLLARDS

Streetscape’s illuminated bollards range have been designed to be robust and unobtrusive in urban settings. With a variety of sizes and finishes available to suit any situation these bollards are discretely internally illuminated by either LED or Halogen light sources and provide suitable low level illumination for all indoor and outdoor environments.

STREETSCAPE INTERNATIONAL
SMARTFURNITURE™

SMART ANd BEAUTIFUL BOLLARDS

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ILLUMINATED bOLLARD

STREET FURNITURE
RANGES

SMART
SMART S106
AVENUE
AVENUE A106
METRO
METRO M106
URBAN
URBAN U106
CITY
CITY C106
STREETSCAPE INTERNATIONAL™
SMARTFURNITURE™

DONT FENCE ME IN
Streetscape offers a wide range of sleek and contemporary railing systems which have a number of different applications and are suitable for waterfronts, sidewalks, playgrounds, schools, parks, shopping centres and alfresco dining in restaurants. A wide variety of materials and finishes choice is available to offer solution for any situation.
SECURE CYCLES
Cycling is rapidly gaining in popularity and Streetscape is offering bicycle stands which allow for cycle security and suit every budget. They are designed to be complimentary to and work with other street furniture components.

Streetscape offers modern and contemporary bicycle stands to suit a wide variety of urban styles and are available in a number of different materials and finishes.

BICYCLE STAND • STREET FURNITURE RANGES
FLOWER POWER
Streetscape offers a comprehensive range of planter boxes for areas where space and function do not permit gardens or flower beds. Planters allow any type of flora to be introduced and easily maintained and give any installation a more natural feel to a somewhat concrete urban landscape. The designs offered range in size to suit any possible situation.
**KNOW WHERE YOU’RE GOING**

Ideal for maps, timetables and tourist information, Streetscape’s range of information signage is a simple but effective system for the transport industry. A variety of sizes, finishing options and materials gives maximum flexibility for the client.

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<tr>
<th>STREET FURNITURE RANGES</th>
<th>SMART</th>
<th>A110</th>
<th>METRO</th>
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<td>AVENUE</td>
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<td>A110</td>
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GET THE LATEST
Catering to growing need for quality outdoor advertising space, streetscape offers a premium range of advertising panels. These are available in both traditional and contemporary designs and are made from a variety of materials like stainless steel, aluminium castings and extrusions. The advertising panels can be either Backlit or the more slender Edgelit designs.
VENDING KIOSK • STREET FURNITURE RANGES

BUY OR SELL?
Vending kiosks provide clean and efficient retail spaces in a well-planned development. Streetscape offers a wide range of sleek and sophisticated vending kiosks which can be used as magazine stalls, food stalls and convenience goods points of sale. The designs can easily be customised to the clients’ desires utilising a variety of materials, finishes and colours.
WAIT IN COMFORT
A good and comfortable transport system is the backbone of every urban transportation network and a well designed bus shelter provides ease and comfort to the paying passengers. Streetscape has huge variety of bus shelters to offer from air conditioned shelters to a more traditional open style structure. There is a wide choice of configurations and technologies available including but not limited to covering glazing, roof shapes, seating, lighting, in-built intelligent transport systems and live up-to-date bus timetables.

BUS SHelter • STREET FURNITURE RANGES

SMART S113 AVENUE A113 METRO M113

URBAN U113 CITY C113
FLUSHED WITH SUCCESS
Designed to suit any location or environment Streetscape offers its range of public toilets. These are available in different configurations with an endless number of choices of colours, level of automation, materials and finishes. All the designs allow for wheelchair access and ease of maintenance.
Streetscape offers a wide range of materials and finishes to complement any type of urban landscape, from heritage style to contemporary. All our materials used are of the highest possible architectural grades.

- Recycled Hardwoods
- Brushed Stainless 316
- Anodised Aluminium
- Powder Coated Mild Steel
Streetscape offers a wide range of materials and finishes to complement any type of urban landscape, from heritage style to contemporary. All our materials used are of the highest possible architectural grades.

- Recycled Hardwoods
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<table>
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<tr>
<th>MATERIALS AND FINISHES</th>
<th>STREET FURNITURE RANGES</th>
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<tr>
<td><strong>METAL FINISHES - Natural</strong></td>
<td><strong>METAL FINISHES - Anodised</strong></td>
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<td><img src="image1" alt="Natural Metal Finishes" /></td>
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<tr>
<td><img src="image3" alt="Powdercoat Metal Finishes" /></td>
<td><img src="image1" alt="Natural Metal Finishes" /></td>
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</tbody>
</table>
STREETSCAPE INTERNATIONAL

INFRASTRUCTURE TECHNOLOGY

Making the most of the Smartpole™

SMARTLIGHTING™
SMARTTRAFFIC™
Wi-Fi & SURVEILLANCE
SMARTSIGNAGE™
STREETLIGHTS
Inherently versatile, Smartpoles™ allow lighting designers and municipalities to combine multiple lighting configurations within the same system. So Smartlighting™ not only offers a wide choice of streetlight fixtures to create the ideal urban ambiance, we can also supply more vivid and project specific lighting accessories for projects. Furthermore, Streetscape International only works with the world’s foremost manufacturers to provide suitable lighting solutions.

DIMMING SYSTEM
Streetscape International provides one of the world’s most state-of-the-art systems for streetlight dimming and management systems. Our flexible technology can be used with HPSV, Metal Halide and mercury lamps. The system gives you total control from a central station, detecting faults and other problems the moment they occur, eliminating time-consuming physical checks of each streetlight.

The system is also designed to be energy and cost efficient. Operation costs are cut through setting working voltage according to pre-set cycles. Line voltage can be stabilised to avoid expensive spikes. Our system also offers longer lamp life.

LANDSCAPE LIGHTING
Streetscape International understands the role lighting plays in showcasing picturesque surroundings. Our designers and consultants can help you achieve any ambience – from the breathtaking to the dramatic – entirely customised to the specifications of your project.

Our global manufacturers ensure delivery of the following premium quality products:
• Path lighting: subtle and safe lighting for walkways
• Garden lighting: enhances shrubbery, flowerbeds or city features
• Accent step light: add drama and safety to stairways, paths and outlooks
• Landscape spotlighting: transforms city landmarks and architectural features
• Cross landscape lighting: gives 3D life to features such as trees or statues

Major infrastructure projects require a level of street infrastructure that go beyond traditional cities requirements. As part of their offerings, Streetscape International integrates and delivers various infrastructure solutions for the projects.
Traffic control equipment is critical in an age where traffic flow is ever increasing - it goes without saying that a poor traffic system severely impedes the value and desirability of a project. Streetscape International offers traffic management solutions that are adaptable, effective, discreet and compliant with the latest advances in technology. Our solutions for busy city centres include typical traffic control equipment, as well as cutting-edge real time devices for prioritising bus routes, emergency vehicles, traffic calming and managing pedestrians.

Smarttraffic™ systems have been approved by many major traffic management bodies worldwide. We supply the following systems, all fully tested for reliability and safety:
- Vehicle signal heads
- Pedestrian signal heads
- Repeater signal heads
- Push buttons
- Traffic controllers
- Traffic lanterns
- Audio devices
- Termination boards
- Vehicle sensors
- Variable Message Signs: a familiar sight on major carriageways, they provide vital information to road users and help to prevent congestion.
- Traffic outreaches: although these range from 1m to 9m, our industrial designers can custom create outreaches to the specification of your project.

Wi-Fi, or Wireless Fidelity, is a term used to define wireless technology. With faster data transfer and larger range than Ethernet, Wi-Fi is the pre-eminent technology for building general-purpose networks and it’s a major attraction in modern developments.

Progressive cities such as Sydney, Philadelphia and Manama have initiated the building of widespread GSM and Wi-Fi telecommunication networks. At the forefront of the expansion of this technology, Streetscape International, in conjunction with CISCO Systems, has proposed a wire-less mesh networking solution integrated on the Smartpole™. This cost-effective network can be as large as a city or as small as a college campus and is ideal for the following:
- Infrastructure maintenance teams (e.g. emergency services)
- Voice and data over IP
- Online advertising broadcast from the Smartpole™
- Control of systems such as lighting, traffic and VMS

Wi-Fi & Surveillance - EMBRACE THE WIRELESS REVOLUTION

Wi-Fi, or Wireless Fidelity, is a term used to define wireless technology. With faster data transfer and larger range than Ethernet, Wi-Fi is the pre-eminent technology for building general-purpose networks and it’s a major attraction in modern developments. Wi-Fi is compatible with the most recent advances in CCTV and related equipment. Streetscape International can supply systems that conform to the following operational standards:
- Centralised multi-input monitoring and control
- Increased efficiency and reliability
- Real time video monitoring with excellent image quality
- Low upgrade costs - input cards can be added for additional sources instead of complete consoles and CRT monitors
- Multi-source display on projection screens, cubes, plasma and LCD panels
- Ease of use for operators and facility managers
- Customisation of configurations to suit all display types and layouts
- Multi-system control on LAN networks
Streetscape's edgelit outdoor banners mount elegantly on Smartpole™ with extruded aluminium frames. They are double-sided and their unique slim format 'image illuminated system' delivers a bright, even distribution of light, which is ideal for the display of large format images. Special technology introduces light along the edge of a Prismex panel, distributing it uniformly across the front and back panels. The banners are lit up in this way using T5 fluorescent lamps. The Prismex panel is recognized internationally as the brightest and most even light distribution system for edgelit displays.

Compared to the traditional backlit systems, our edgelit banners pass on a significant saving to you when it comes to electricity consumption and installation costs. Fewer components mean increased reliability and less maintenance, while the slim frame makes for simple installation and replacement of graphics. In addition to these benefits, our edgelit displays come with a 12-month warranty.

Smartsignage™ is manufactured to the highest possible quality standards and can be affixed to Smartpole™ via a number of different media.

Light boxes to illuminate print media are easily installed on the Smartpole™. An illuminated sign makes a bright impression and increases the visibility of a message both day and night. Streetscape offers backlit banners in different sizes.

Smartsignage™ is manufactured to the highest possible quality standards and can be affixed to Smartpole™ via a number of different media.

Full colour fabric banners are ideal for bringing a marketer’s brand image, event or promotion to life. Smartpole™ banners are reinforced for long-term outdoor use and can be erected or dismantled any time and anywhere there’s a Smartpole™ – university, city centre, municipal institution or within a housing development. Smartpole™ banner campaigns also work well as street beautification to create excitement over seasonal celebrations, religious or festive periods and perennial events.

This cutting-edge technology comes in the form of a banner-format LED-messaging system with online dynamic colour screen. Easily installed onto Smartpole™, e-banners are an excellent medium for outdoor advertisements.
THE PALM ISLAND JUMEIRAH
In the year 2005, Streetscape entered and won an open tender for design and manufacture of multi-function decorative poles for Nakheel. Streetscape designed and manufactured themed Smartpoles with decorative lanterns and other complementary accessories exclusive to this prestigious project. Streetscape International was strongly recommended due to our industrial design strength and local production facilities. We also matched the stringent material specifications set down in the tender.

BURJ DUBAI PROTOTYPE PROJECT
Between 2004 and 2005 we entered a contract for the prestigious Burj Dubai project with EMAAR Properties for detailed design and manufacture of prototypes for decorative street poles and furniture.

All design elements were developed around project specific branding and includes a custom-built 12 m Smartpole™ with unique brackets and Islamic-inspired lanterns, as well as matching signage poles, bollards and bins. Streetscape International was awarded the project on the strength of our detailed design and engineering plans, prototypes, production values and hands-on installation.
DUBAI MARINA
From 2003 to 2004 we were involved in the high profile Dubai Marina project for EMAAR Properties. Using Smartpole™ technology, we developed a lighting strategy for the infrastructure of the entire Marina. This included arterial roads, internal roads and the promenade. We supplied and installed over 750 Smartpoles™ with light fixtures for the project, all of which were designed to conform to Dubai Municipality standards.

DUBAI MARITIME CITY
Dubai Maritime City, another Nakheel’s venture, is the world’s largest maritime development. It is connected to the mainland by a causeway that includes several bridges and underpasses. We are rolling out Smartpoles™ with lighting brackets designed in line with the development’s theme.

INTERNATIONAL MEDIA PRODUCTION ZONE
This remarkable project covers an area of 43 million square feet. TECOM awarded Streetscape International the task of implementing the Smartpole™ system throughout the commercial and residential sectors of the project. Decorative Smartpoles™ between 10 and 15 m height were supplied during the first phase in 2006.

DUBAI INTERNATIONAL FINANCIAL CENTRE (DIFC)
DIFC is an offshore capital market with an infrastructure that consists of internal and perimeter roads. Streetscape is rolling out Smartpoles™ in DIFC road infrastructure.
BANIYAS ROAD AND JUMEIRAH ROAD BEAUTIFICATION

In 2005, Streetscape won a significant tender to supply decorative Smartpoles ranging from 4.1 m to 13 m to Dubai Municipality. The Smartpole™ system has reduced the clutter on the streets by integrating various functions such as streetlights, traffic cantilevers, traffic signs, place names, advertising banners, CCTV cameras and more. Infrastructure included over 1000 Smartpoles™ with decorative brackets and traffic outreaches.
Dubailand
Dubailand is an extraordinary multi-billion dollar project that will be home to the world’s biggest cluster of amusement parks and retail centres. At 3 billion square feet, it will be twice the size of Walt Disney World. In 2006, Streetscape International was asked to design and install project-specific Smartpoles™ to reflect the many different themes of Dubailand. The 8m Smartpoles™ consist of multi-coloured decorative features and are designed to accommodate a host of technology including illuminated banners, traffic signs, CCTV cameras and so on.

Mobef Land Development
Abdul Latif Ali Alissa Est. needed a decorative lighting solution with multi-functional features for this high-level development. Between 2004 and 2005, Streetscape developed an entirely new range of Smartpole, the S2F, to accommodate the special requirements of the venture. The 650 Smartpoles™ and accessories were customised and installed in line with Dammam Municipality standards.
**Adelaide**

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**Willoughby**

In 2002 Streetscape were awarded the project to develop a street upgrade for the Willoughby City Council. Streetscape also designed and supplied a series of customised furniture accessories. Work-in-progress includes installing solar panels to the Smartpoles™ — as well as maintenance and strategic rollout with long term contract. Willoughby

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