



Mr M Heymer  
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Advertising Standards Authority  
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Ref:A13-222902/SL

14 May 2013  
By post

Dear Mr Heymer

### Your complaint

Further to my letter of 3 April, we have received a response from Vysionics and have discussed the requirements of the CAP Code with them.

The issue we had investigated with them was whether the claim "What do we deliver? Safer - SPECS installations on average reduce KSIs by >70% ..." was misleading and could be substantiated, because it suggested SPECS installations alone were responsible for the reduction.

We have had discussions with Vysionics about the wording of the claim and why it was likely to be considered to be suggesting that cameras alone were responsible for the reduction, and Vysionics have agreed to amend it so that it does not give that impression. I should point out that there would be no reason why they could not claim that safety had improved and accidents had been reduced at sites where cameras had been installed, as long as they had evidence for that. We consider that this will resolve the complaint without referring the matter to the ASA Council, and will consequently be closing our file.

In a formal investigation, if the ASA Council decides that an ad is in breach of the Code, the advertisers are told to withdraw or amend it. Because Vysionics have already assured us that the advertising you complained about will be amended in future, we consider there is little to be gained from continuing with a formal investigation, which would achieve that same outcome.

Although we will not publish full details of your complaint on our website, [www.asa.org.uk](http://www.asa.org.uk), basic information including the advertisers' name and where the ad appeared will appear on **Wednesday 22 May 2013**.

*Legal, Complaints, Finance and IT Dept*

Chairman Rt Hon Lord Smith of Finsbury Chief Executive Guy Parker  
ASA Council (Non-broadcast) Louisa Bolch, Alan Bookbinder, Rachel Childs, Roisin Donnelly, David Harker, David Hepworth  
John Mayhead, Sir Andrew Motion, Sir Martin Narey, Hamish Pringle, Ruth Sawtell and Anthony Wilkes

The Advertising Standards Authority (Non-broadcast) Limited, registered in England No 05130991, Mid City Place, 71 High Holborn, London WC1V 6QT.

Thank you for taking the time and trouble to raise the matter with us. If you would like more information about what we do and the ads we have found in breach of the Code, please have a look on our website.

Yours sincerely

A handwritten signature in black ink that reads "Simon Lane". The signature is written in a cursive, slightly slanted style.

**Simon Lane**  
Investigations Executive  
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