



## RADARSIGN™ IN THE NEWS

### Chattanooga's "War on Speed" Now Includes Driver Feedback Signs from Radarsign

**Alpharetta, Ga., November 22, 2010**—Chattanooga, like all cities, faces a variety of traffic-calming challenges in multiple areas and launched a city-wide “War on Speed.” As part of the comprehensive plan to tame speeding drivers, the “Scenic City” is using mobile driver feedback signs from Radarsign™ to target trouble spots as needed. The flexible, economic mobile signs from Radarsign can be quickly and easily relocated to trouble spots as they are identified by law enforcement officers or as requested by local residents.



*Renee LeSalle and Bill Mitchell with WDEF, Channel 12—the CBS affiliate in Chattanooga, Tennessee—reported on "[Chattanooga's War on Speed](#)" and the city's use of: innovative traffic-calming measures, radar driver feedback signs from Radarsign, drawbacks of speed humps, the success of the Radarsign effort and the plan to add even more signs as the population continues to grow. (This story was originally broadcast on Nov. 14, 2010 [http://wdef.com/city\\_says\\_traffic\\_calming\\_is\\_working](http://wdef.com/city_says_traffic_calming_is_working))*

As reported in the news broadcast, Chattanooga is utilizing the benefits of Radarsign traffic-calming solutions as part of a comprehensive speed-management effort. A combination of permanently mounted radar cameras, mobile camera vans and radar driver feedback signs from Radarsign has nearly eliminated car accidents on some of city's most dangerous streets.

According to Chattanooga Traffic Engineer, John Van Winkle, the Radarsign products allow flexibility in sign location and ease of mobility that other options do not offer, saying “*We can post them on poles and move them around more conveniently.*”

Chattanooga City Councilman, Jack Benson, prefers the Radarsign to speed humps because of the problems associated with the humps. According to Benson, some communities ask for the humps and then ask to have them removed, complaining that they are “*a bother and a noise maker at night time.*” Chattanooga is one of many cities that are part of an [international trend: cities rejecting antiquated speed humps due to cost, environmental impact, noise and more.](#)

Radarsign—the manufacturer of the world's first armored driver feedback sign—produces traffic-calming solutions scientifically-proven to help reduce drivers' speeds without impacting the environment, roads or driver comfort. By reducing car speeds, Radarsign products save lives by making streets safer for pedestrians, drivers and law-enforcement officers.

#### **About Radarsign**

In 2004, Atlanta-based Radarsign™ established new industry standards for traffic-calming solutions with the debut of the world's first **armored driver feedback signs, which are vandal, weather and bullet-resistant.** The industry's most durable radar signs are also the most ecological. Radarsign's MUTCD-compliant products—the industry's most energy-efficient—are made in the USA and utilize recycled aluminum, innovative LED refractor technology, minimal battery power and solar panels to deliver bright, easy-to-read feedback to drivers. Radarsign has been entrusted to provide safe and effective traffic-calming solutions for: municipalities, treasured national parks, children and families at schools and in neighborhoods, military bases that protect homeland security, and private and public development projects across the U.S., Canada and overseas. [www.Radarsign.com](http://www.Radarsign.com).