



RADARSIGN™ CUSTOMER NEWS

El Paso Incorporates Radar Driver Feedback Signs From Radarsign™ into City-Wide Traffic-Calming Plan

Alpharetta, Ga., December 20, 2010—The purchase of eight radar driver feedback signs from Radarsign™—as part of an overall traffic-calming plan—was a logical next step for the city of [El Paso](#), which is now recognized as the [nation's safest city of its size](#). The ranking is based on crime rates.

A dual effort to reduce crime rates and simultaneously improve traffic safety follows the "[Broken Window](#)" theory of crime management, which says that all disorder and crime are inextricably linked. As reported by the [National Highway Traffic Safety Administration \(NHTSA\)](#), crime can be reduced by focusing on traffic enforcement (as one component in an overall crime-management plan), an idea that was successfully implemented by the State of New Mexico.

Radarsign products are rugged, effective and, *importantly*, cost efficient. Radarsign's low start-up costs with no scheduled maintenance expenses are key decision-making considerations for municipalities struggling with shrinking budgets, the result of a slow economy and a diminishing tax base.

By incorporating innovative traffic-calming measures from Radarsign, municipalities can help improve street safety and help save the lives of drivers, pedestrian's and law enforcement officers. The city of El Paso, the city of Suwanee, GA (six signs) and the state of Delaware (six signs) are just three of 21 municipalities that selected Radarsign as their traffic-calming provider of choice during September and November 2010.

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.

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