



RADARSIGN™ CUSTOMER NEWS

Radarsign to Help to Protect and Preserve The Blue Ridge Parkway— “America’s Favorite Drive”— with Innovative Traffic-Calming Solutions

Alpharetta, Ga., December 6, 2010—Radarsign—the manufacturer of the world’s first armored radar driver feedback sign—will soon be part of the landscape of one of America’s National Scenic Byways, the [Blue Ridge Parkway](#). The parkway, also known as “America’s Favorite Drive,” is the newest *national treasure location* for Radarsign’s traffic-calming solutions, which can also be found in some to the country’s most prestigious national parks, including [The Grand Canyon](#), [Yosemite National Park](#) and Georgia’s [Stone Mountain Park](#).



Each year more than 22 million visitors pass through the 469-mile-long Blue Ridge Parkway. The entrance to the parkway is in a mountainous area situated on a steep downhill grade. Visitors travel down a tunnel and then quickly find themselves in congested traffic at the visitor’s center. The combination of the downhill grade (increasing driver speed), the tunnel (reducing visibility and response time) and the volume of vehicles demanded a solution that would warn drivers to slow down. A Radarsign driver feedback sign—which offers low initial investment and no scheduled maintenance costs—was the traffic-calming solution of choice.

While the parkway is maintained by the National Park Service, the Radarsign purchase was made possible by the Blue Ridge Parkway Foundation, a non-profit organization that supports programs that enhance the visitor experience and have lasting value. Radarsign met the Foundation’s criteria because the driver feedback signs are both beautiful—an especially important consideration for this All American Road, one of the country’s most scenic byways—and rugged—a priority the parkway’s mountainous terrain known for harsh winter conditions.

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.