

## **RADARSIGN™ REDUCES NUMBER OF SPEEDERS IN SCHOOL ZONES BY 50 PERCENT**

### **Test Confirms Effectiveness of Driver Speed Sign to Slow Traffic Near Schools and Crosswalks**

**Alpharetta, GA, May 4, 2009—**

Radarsign™, one of the country's leading manufacturers of driver feedback signs, today announced the results of a test to slow drivers in Georgia.

N. Peachtree Road is flanked by an elementary school and middle school on one side and neighborhoods on the other - separating the two is a road drivers treat like the autobahn. With drivers refusing to stop even for crossing guards and children in pedestrian crossings, city and community officials invited Radarsign to conduct a test: first, measure the speeding problem, then do something about it.

During week one, Radarsign installed a driver feedback display in "stealth" mode to record traffic patterns without alerting drivers to their speeds. The following week, the display was turned on so drivers were alerted to their speeds as they approached the school zone.

Radarsign's StreetSmart Technology detected more than half of all drivers on this road were speeding during week one, totaling nearly 10,000 cars. By week two, the company cut the total number of speeders by more than 40 percent.

The driver feedback display also slowed the fastest drivers on the road by nearly ten miles per hour.

A pedestrian struck by a car traveling 40 mph has a ninety percent chance of being killed. On this road, **Radarsign cut the number of drivers exceeding 40 mph by 50 percent.**

**About Radarsign:** In 2004, Atlanta-based Radarsign™ established new industry standards for traffic-calming solutions with the debut of the world's only **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).



In Dunwoody, Ga., a suburb of Atlanta, two schools and an adjacent neighborhood are enjoying increased traffic safety with a driver feedback sign from Radarsign. [Click to watch.](#)