

Radarsign

Reinforcing Driver Behaviour to Curb Speeding

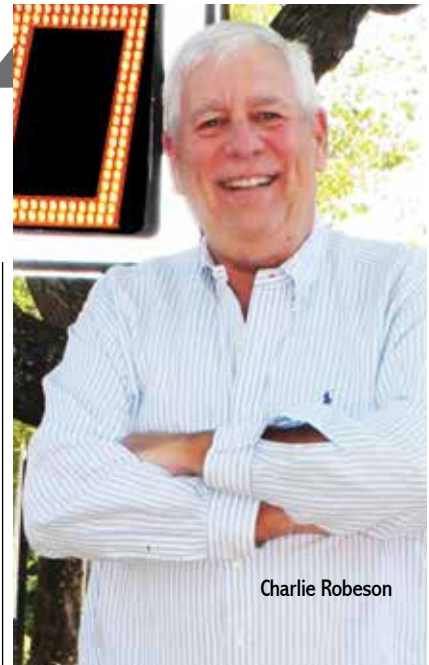
According to the World Health Organization (WHO), an increase in the average speed of a vehicle is directly related both to the likelihood of an accident occurring and to the severity of the consequences of the accident. Speeding renders a driver unable to avoid collisions with other vehicles and pedestrians. Keeping roads safe for the protection of people and property is one of the many duties of law enforcement. However, the challenges of insufficient manpower and budgeting render law enforcement officers unable to be present everywhere and everyday to ensure road safety. Also, conventional traffic-calming solutions are overpriced and unreliable such as radar trailers with high power and space requirements. The drive to resolve such challenges and empower law enforcement agencies to fortify pedestrian safety lead to the inception of Radarsign in 2004 by Ken Bass, Barry Ward, and Charlie Robeson. Radarsign has developed radar speed signs in a more attractive, reliable, and affordable design that reinforces speed limit awareness by alerting drivers of excessive speeds, thereby acting as an extra officer, round the clock. In addition to law enforcement agencies, Radarsign's products are deployed by municipalities, educational and corporate campuses, treasured national parks, neighborhoods, military bases, and government entities, as well. "We have signs in all 50 states and Canada, and U.S. military bases overseas," states Charlie Robeson, the Co-Founder and Managing Partner of Radarsign.

The company's radar speed signs are based on the scientific theory of feedback loop, which states that if the people are provided with the information about their action in real time and

given an opportunity to change those actions, there will be positive behavior reinforcement. The radar speed signs alert the speeding drivers by flashing their speed, thereby motivating them to decelerate. Radarsign's radar speed signs are Manual on Uniform Traffic Control Devices (MUTCD)-compliant, weather, vandal, and bullet-resistant, shock-absorbent, and engineered to endure the toughest environmental conditions. "Radarsign has set a benchmark in the industry by developing the first armored radar speed sign scientifically proven to reduce driver speeds," remarks Robeson.

The company's StreetSmart Traffic Data Reporting software generates more than 30 charts and graphs to help report, organize, and analyze the traffic data gathered from the radar speed signs. This allows different locations to be profiled according to attributes such as the extent of the danger they pose for pedestrians, and the enforcements required in those locations. This enables police and sheriff's departments to intelligently deploy limited police staff for enforcement. In contrast to a Swiss Army knife approach to problem-solving used by some of its competitors, Radarsign's focused approach precisely and fruitfully addresses pedestrian safety. Also, the company's signs are Wi-Fi enabled, with WPA2 encrypted security and password protection. The signs can be programmed and updated from most web enabled devices with a connection range of upto 300 feet from the sign. The Wi-Fi capabilities provide ten times the speed and range of Bluetooth.

Radarsign has helped the police department in Camden, Arkansas to undertake an awareness initiative to educate the people of the town about the importance of avoiding speeding. A



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TC400 sign was deployed at different locations within the town where it collected traffic statistics and generated detailed reports to analyze the data. The reports when shared online by the police chief proved revelatory for the citizens and played an integral role in the success of the campaign to spread awareness about the dangers of speeding.

In the next three to four months, Radarsign intends to design and launch new products specifically for markets where they observe the need. Driven to deliver customer safety and satisfaction, "Radarsign toils wholeheartedly to exceed customer expectations in terms of service," concludes Robeson. 