

For Immediate Release

Press Contact:
Brad Brenner
Brenner Associates Public Relations
503-736-0610
brad@brennerassociates.com



**NEW TRAFFIC FLOW MANAGER WORKS WITH TRAFFIC SIGNAL TIMING
TO ELIMINATE TRAFFIC CONGESTION AND REDUCE FUEL CONSUMPTION**

**Information Display Company Leverages Expertise In Radar Speed Sign Technology
To Help Cities Relieve Rush Hour Backups. Lower Gas Usage Saves Drivers Money
And Improves Air Quality.**

PORTLAND, OR (PRWEB) June 8, 2009 – Information Display Company, a leading developer and manufacturer of radar speed sign technology today announced the launch of TrafficFlow Manager™, a driver alert display that works with traffic signal timing to alleviate traffic congestion. When mounted along a route with timed traffic signals, the display informs drivers that the lights are synchronized and lets them know the proper speed they must maintain in order to avoid having to stop for a red light.



A growing number of cities across the U.S. are finding the use of timed traffic signals can dramatically improve traffic flow and reduce fuel consumption. The Institute of Traffic Engineers [reports](#) that a comprehensive signal timing program can reduce overall travel time by 7-13 percent, reduce delays by 15-37 percent and reduce fuel usage by 6-9 percent.

(more)

“TrafficFlow Manager can be a key component of a total traffic signal synchronization strategy,” said Gary ODell, president of Information Display Company. “Studies have shown that comprehensive programs that include both operational and technical components such as TrafficFlow Manager, can significantly increase the benefits these programs provide.”

A [report](#) issued by the U.S. Department of Transportation showed that a traffic light synchronization program in Texas reduced delays by 24.6 percent and fuel consumption by 14.2 percent. A similar program in Austin Texas saved commuters 2.3 million hours of their time and 1.2 million gallons of fuel usage.

“By synchronizing the lights, we’ve been able to increase safety and reduce driver frustration,” said John Bean, traffic engineer for the City of Longview, Washington. “The key is ensuring that drivers understand that the lights are timed and what speed to travel in order to take advantage of the arrangement.”

That’s where TrafficFlow Manager comes in.

TrafficFlow Manager is a programmable electronic sign that can be connected directly to the signal controller or manually set to display a predetermined speed during specific times of the day or days of the week. An optional GPS timer receiver ensures synchronization between the display and the signal controls. The electronic sign can also be set and controlled remotely from a central office using either a cellular modem or Ethernet connection.

TrafficFlow Manager comes with a variety of optional display features and display mountings. For more information on TrafficFlow Manager or other traffic calming technologies including SpeedCheck radar speed signs, visit Information Display Company at www.informationdisplay.com or call (800) 421-8325.

(more)

About Information Display Company

For the past 15 years, Information Display Company has played a leading role in designing, testing and manufacturing radar speed displays for traffic calming. As a result, the company's SpeedCheck brand radar speed signs are used in more cities than any other brand. Information Display Company's new TrafficFlow Manager is helping cities eliminate congestion and ensure the smooth flow of traffic through busy streets.

###