

Information Display drives awareness at ITS America in Detroit

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Digital signage company Information Display is all about awareness at ITS America in Detroit—both for potential customers on the showroom floor and for drivers around the country whose behaviour they hope to influence.

According to Laura Knutson, a vice president for Information Display, drivers who speed or drive recklessly typically don't intend to.

Instead, violations are usually a result of miscommunication or some form of distracted driving. Clearly informing drivers of speed deviations, road condition changes and other hazards could reduce violations and, ultimately, save lives. Knutson hammers home the point by inviting conference goers to spin a giant wheel set up in Information Display's booth. Each segment of the wheel calls out a staggering stat that she hopes gets the visitor to think about the impact of reducing violations. Stats include: the number of pedestrian deaths in the U.S. every day and the number of fatalities that result from speeding each day.

Booth 120

ZOOM



Linda Sully Davey of Information Display

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