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INFORMATION DISPLAY COMPANY LAUNCHES NEW

TRY-BEFORE-YOU-BUY SPEEDCHECK RADAR SPEED SIGN PROGRAM

Leaders In Radar Speed Display Signs Offer New Customers The Ability To Observe
The Speed Display's Effectiveness Before Making Investment

PORTLAND, Oregon, December 23, 2009 – Information Display Company (IDC), a leading manufacturer of radar speed signs and other traffic calming solutions today announced the launch of its Try-Before-You-Buy speedcheck radar speed sign program. The new program is designed to allow new customers the ability to experience the effectiveness of its speedcheck radar speed signs before committing to a purchase.

Under the Try-Before-You-Buy program, Information Display Company will send to qualified applicants, free-of-charge, a speedcheck radar speed sign for a thirty-day free trial period. Upon the completion of the trial period, users will have the option of purchasing the sign or returning it at IDC's expense.

“With its optional TrafficAnalyzer™ feature, our speedcheck radar speed signs can collect traffic density and speed data – information that provides hard evidence as to the displays' effectiveness at slowing traffic,” said Gary ODell, president of Information Display Company. “At a time when its critical to justify every expenditure, our Try-Before-You-Buy program leaves no doubt as to the value that speedcheck radar speed signs can have on slowing cars and increasing traffic safety.”

(more)

Over the past several years, studies have consistently shown that speedcheck radar speed signs are highly effective at slowing traffic in a variety of situations. In a 2008 study conducted by the Texas Transportation Institute, radar speed signs produced the largest speed reductions of all the devices tested, with speeds declining by an average of 5 mph. In another study conducted in 2005 by Brigham Young University's Department of Civil & Environmental Engineering, radar speedcheck signs were also found to be highly effective at slowing cars in school zones. In most cases, the displays continued to remain effective over long periods of time.

“Our Try-Before-You-Buy program will allow new customers to experience first hand what researchers have been reporting all along – speedcheck radar speed signs work,” said ODell. “They are easy to transport and set up for use in work zones, remain effective when permanently installed in school zones and can even increase safety when used in warehouses and on corporate campuses.”

For the past 15 years, Information Display Company has played a leading role in designing, testing and manufacturing speedcheck radar speed signs. Today, their traffic-calming radar speed display signs are used in school zones, neighborhoods, rural roadways, work zones and other locations where driver and pedestrian safety is paramount. For more information, on the company's Try-Before-You-Buy speedcheck radar speed sign program visit www.informationdisplay.com or call (800) 421-8325.

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