

For Immediate Release

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**NEW DRIVER FEEDBACK SIGNS HELP KEEP PEDESTRIANS SAFE
ON HIGH STREET AND SURROUNDING NEIGHBORHOODS**

SOMERSWORTH, New Hampshire, February 5, 2007 – New technology in the way of driver feedback signs are being used to slow traffic and increase pedestrian safety in the High Street area of Somersworth. The signs, recently purchased by the city of Somersworth, offer the city’s police department a new tool in their ongoing effort to slow traffic in a potentially hazardous area.

According to Captain Russ Timmons of the Somersworth Police Department, the driver feedback signs have proven to be an economical and effective way to slow traffic in multiple locations around High Street neighborhoods.

“The effectiveness of the signs are immediately observable,” said Timmons. “And while we will continue to deploy police cruisers to deal with speeders and the bottlenecking that often occurs here, the feedback signs offer a round-the-clock method for slowing traffic. We’re also able to move the signs to different locations as needed, making this a particularly economical means of increasing pedestrian safety.”

In a 2006 survey of police officers, traffic engineers and safety professionals, driver feedback signs were perceived to have a more immediate and longer lasting effect on slowing traffic compared to other traffic calming methods such as speed bumps, crosswalks, and static speed signs.

“Unlike traditional speed signs that tell drivers what speed they should be traveling, the driver feedback signs actually redirect the driver’s attention to his or her own speed,” said Gary Odell, president of Information Display Company, the manufacturers of the driver feedback signs purchased by the city of Somersworth. “This makes a huge difference in the technology’s effect on driving behavior. When you consider that in a pedestrian accident, 10 or 15 mph can be the deciding factor between a cast or a casket, these signs can have an enormous impact on saving lives.”

According to IDC, driver feedback signs have recently moved from trial to mainstream industry adoption, due to their overall effectiveness, versatility and economic advantage as compared to other traffic calming solutions. Today, some driver feedback signs include additional features such as the ability to automatically change the posted speed limit depending upon time of day or traffic conditions, the ability to collect traffic data or flash when cars travel above a pre-designated speed.

For a review of various traffic-calming solutions, obtaining grants to improve pedestrian safety and other related information, go to www.stopspeeders.org.

For more information on the Somersworth driver feedback sign installation, the 2006 traffic calming survey, or other related information, please contact IDC at 1-800-421-8325 or visit www.informationdisplay.com.

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