

For Immediate Release

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SPEEDCHECK RADAR SPEED SIGNS WITH VIOLATION-ALERT

ADD EFFECTIVE MESSAGING OPTIONS TO TRAFFIC CALMING DISPLAY

When Standard Speed Signs Aren't Enough: Advanced Radar Speed Displays Flash Numerals, Show Messages Or Triggers Flashers To Provide Extra Warning To Drivers

BEAVERTON, OR – August 28, 2009 – Radar speed signs with [ViolationAlert™](#) uses attention-grabbing warning messages to increase the effectiveness of speed limit displays. Unlike traditional speed limit signs that simply tell drivers the maximum allowable speed, radar speed signs using ViolationAlert flash the speed limit digits when drivers continue to drive too fast. The faster the speed, the faster the speed limit digits flash.



SpeedCheck radar speed sign with ViolationAlert

For ultimate attention-grabbing functionality, the ViolationAlert comes with a message display option that shows drivers a blinking “SLOW DOWN” message when they exceed a predetermined speed. The SLOW DOWN message can be programmed to flash by itself, or to alternate flashing with the current posted speed limit. Using SpeedCheck’s DeviceManager™ accessory, the radar speed signs can also trigger external devices such as flashers or strobe lights.

(more)

[Recent studies](#) show that radar speed signs can be significantly more effective at slowing traffic than traditional speed limit signs. Researchers believe that a majority of speeding occurs when drivers become complacent or distracted. While motorists may overlook ordinary speed limit signs, they are more likely to see and pay attention to radar speed signs. With ViolationAlert, the flashing of the digital display or warning message serves to focus drivers' attention away from distractions and back to their current rate of speed.

“Our customers have found ViolationAlert displays and other differentiating options particularly effective in high-risk pedestrian areas such as school zones and on neighborhood streets,” said Gary ODell, president of [Information Display Company](#), manufacturers of radar speed signs with ViolationAlert. “And, with the optional scheduling feature, users can easily program the signs from a wireless personal digital assistant (PDA) or through a PC located at a distant central office location.

ViolationAlert is just one of many traffic calming innovation from Information Display Company, a company focused and dedicated to designing and manufacturing the most effective, high-quality traffic-calming technologies on the market. IDC's SpeedCheck radar speed signs are used in more U.S. cities than any other radar speed signs. For more information contact Information Display Company at (800) 421-8325, or visit their website at www.informationdisplay.com.

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