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## COMPANY FACTSHEET: About Radarsign

### WHAT?

Radarsign™ is the **world's first manufacturer of armored driver feedback signs**. **Scientifically-proven to reduce drivers' speed**, Radarsign engineers traffic-calming solutions without impacting the environment, roads or driver comfort. The most cost- and energy-efficient, traffic-calming solution in the industry, Radarsign products are manufactured in the USA and engineered to withstand the toughest environmental conditions. The signs are vandal resilient, bullet resistant and shock absorbent.

Proprietary HTX™ technology helps makes Radarsign products the most energy efficient on the market.

- The signs use compact batteries and require 15 to 70 percent less battery backup than other signs
- The compact batteries make the sign more cost efficient and still result in the longest operational period in the business—up to three weeks of continuous 24/7 operation on a full charge

Using its patented, armored Bashplate®—which is engineered from an eight-pound slab of jet-grade aluminum—Radarsign's driver feedback signs are the industry's most weather tight, shock absorbent and vandal-resistant solutions. Using innovative light reflector technology, Radarsign precision drills 288 cone-shaped holes—one for each Super Bright amber LED bulb—into the Bashplate to deliver the brightest and most highly-visible displays on the market.

Providing both an immediate and long-term solution, data confirms a consistent five mph reduction in **average speeds** and a 62 percent reduction in the number of **drivers who speed** more than five mph above the speed limit. More than two years after installation, data indicates a long-term shift in driver behavior (Alpharetta, GA location, comparing week-one data with data from week 109).

### Why?

Radarsign makes roads safer with scientifically-proven traffic-calming solutions. Each year thousands of pedestrians are injured in traffic crashes—69,000 in 2008<sup>1</sup>.

The founders of Radarsign live in neighborhoods where speed limits were often ignored, causing the areas to be unsafe at times. It wasn't until they conducted some research that they learned just how unsafe their communities could be:

- In 2008, 4,378 pedestrians were killed in traffic crashes in the United States<sup>2</sup>

#### Quick Facts

- **First manufacturer** of armored driver feedback signs proven to reduce driver speeds
- **Green:** Products utilize recycled aluminum, low-power LED lights with refractor technology, minimal battery power and solar panels
- **Proprietary Technology:**
  - HTX™ technology makes Radarsign products the most energy-efficient driver feedback signs on the market
  - Bashplate® technology makes Radarsign products weather tight and shock-absorbent
- **Founded by:** a former Georgia State Trooper turned high-tech business manager, a laser-optics, electrography and microprocessor engineer and a sales and marketing executive
- **Where:** 46 states, Canada and at military bases around the world
- **Headquarters:** Alpharetta, Ga.
- **Website:** [www.Radarsign.com](http://www.Radarsign.com)

<sup>1</sup> National Highway Traffic Safety Administration, *Traffic Safety Stats* (2008)

- On average, a pedestrian is killed in a traffic crash every 120 minutes and **injured in a traffic crash every 8 minutes<sup>3</sup>**
- A pedestrian hit by a car traveling 40 mph has an **85 percent chance of being killed**. At 30 mph, those odds decrease to 55 percent. By contrast, the chance of a pedestrian being killed if hit by a car moving at 20 mph is only 15 percent. (*Killing Speed and Saving Lives*, UK Department of Transportation, 1987)
- A vehicle traveling 40 mph will still be going 36 mph when it hits a person who suddenly appears in the street 100 feet ahead of it; however the average driver going 25 mph would be able to come to a full stop within 100 feet. (*Killing Speed and Saving Lives*, UK Department of Transportation, 1987)
- A driver sending or receiving a text message spends 4.6 seconds with their eyes off the road. (Virginia Tech Transportation Institute)
  - In that time, a driver would travel 150 feet at 22 mph, 200 feet at 30 mph and 250 feet at 37 mph.

By reducing car speeds, Radarsign products save lives by making streets safer for pedestrians, drivers and law-enforcement officers. Slower speeds also mean safer streets, but it also means lower emissions and [better gas mileage](#).

## Where?

Radarsign, headquartered in Alpharetta, Ga., has traffic-calming solutions installed in 43 states, Canada and at military bases around the world.

## Who?

Radarsign was founded in 2004 by Ken Bass, a former Georgia State Trooper turned high-tech business manager; Barry Ward, a laser-optics, electrography and microprocessor engineer; and Charlie Robeson, a sales and marketing executive.

## Radarsign:

In 2004, Atlanta-based Radarsign™ established new industry standards for traffic-calming solutions with the debut of the world's first **armored driver feedback signs, which are vandal, weather and bullet-resistant**. The industry's most durable radar signs are also the most ecological and energy efficient. Made in the USA, Radarsign products are MUTCD-compliant and utilize recycled aluminum, innovative LED reflector technology, minimal battery power and solar panels to deliver bright, easy-to-read feedback to drivers. Radarsign products are scientifically proven to reduce drivers' speeds and has been entrusted to provide safe and effective traffic-calming solutions for: municipalities, treasured national parks, schools, neighborhoods, military bases, and private and public development projects across the U.S., Canada and overseas. [www.Radarsign.com](http://www.Radarsign.com).

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<sup>2</sup> National Highway Traffic Safety Administration, *Traffic Safety Stats* (2008)

<sup>3</sup> National Highway Traffic Safety Administration, *Traffic Safety Stats* (2008)