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RADARSIGN: Founder Bios

Radarsign was founded in 2004 by three Atlanta men—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—who live in neighborhoods where speed signs were often ignored, causing their communities to be unsafe at times.

Seeking solutions for their neighborhoods and families, the trio researched different traffic-calming solutions and determined that driver feedback signs offered the best solution but most were unreliable and exorbitantly priced.

In 2004, Radarsign was launched with a goal to deliver improved traffic-calming solutions that:

- Incorporate functionality and design with rugged components to ensure reliability
- Allow and easily facilitate product upgrades as technology evolves
- Keep pricing competitive

Headquartered in Alpharetta, Ga., Radarsign now produces the only armored driver feedback sign proven to reduce driver speeds. Installed in 43 states, Canada and at military bases around the world, Radarsign products are manufactured in the USA and engineered to withstand the toughest environmental conditions, are vandal resilient—bullet resistant and shock absorbent—and the most energy-efficient traffic-calming solutions in the industry.

Radarsign development—including product design, manufacturing, fulfillment, service, etc.—and growth has been spurred by the three original founders:

KEN BASS: *Managing Partner, Operations*

A former Georgia State Trooper, Bass transitioned into the world of high-tech computers, software and senior-level business management more than 27 years ago. Bass' unique background provides the foundation upon which Radarsign operates: No one has a better understanding—from a personal or business perspective—of the impact that safe roads offer to communities around the world.

CHARLIE ROBESON: *Managing Partner, Director of Sales and Marketing*

Robeson's 30 years of sales and marketing experience with some of the world's largest and most recognizable companies has led the way for Radarsign's expansion into new markets. Robeson's expertise in navigating complex relationships—specifically governmental and municipal—is a valuable resource to individuals, organizations and private companies that need traffic-calming solutions.

BARRY WARD: *Partner, Product Development and Design*

For more than 33 years, Ward has engineered cutting-edge technology that has impacted consumer and industrial applications of electrography, lasers and laser optics, microcontroller interfaces and micro-processors for implantable spinal cord stimulators and more. Ward's expertise in redesign and engineering—evidenced through his more than 20 U.S. patents—has put Radarsign's rugged design and dependable technology at the forefront of the industry standard.

About Radarsign:

In 2004, Atlanta-based Radarsign™ established new industry standards for traffic-calming solutions with the debut of the world's only **armored driver feedback signs, which are vandal, weather and bullet-resistant**. The industry's most durable radar signs are also the most ecological. Radarsign's MUTCD-compliant products—the industry's most energy-efficient—are made in the USA and utilize recycled aluminum, innovative LED refractor technology, minimal battery power and solar panels to deliver bright, easy-to-read feedback to drivers. Radarsign has been entrusted to provide safe and effective traffic-calming solutions for: municipalities, treasured national parks, children and families at schools and in neighborhoods, military bases that protect homeland security, and private and public development projects across the U.S., Canada and overseas.

www.Radarsign.com.