

For immediate release

Pioneering New Technology Creates Signs for Safer Roads for Schoolchildren



Messagemaker have developed a new electronic speed reduction safety sign, which has already been installed on numerous roads outside schools. These signs use the latest LED technology and enable remotely programmable timers to be set to 20 mph speeds during school hours, returning to normal speed limit signs at other times. The signs can also be configured to revert to Vehicle Activated Speed Signs outside of the core School Times.

A large number of evaluation studies have demonstrated a link between the introduction of 20mph zones and a subsequent reduction in casualties, particularly for school areas. In addition, evidence suggests that 20 mph speed levels can help encourage more physical activity, such as walking and cycling, by contributing towards a safer environment.

The new digital LED signs installed are designed to protect schoolchildren and their parents at the beginning and end of the school day. Outside of key pick-up and drop-off times, the signs display normal speed limits and when activated by remotely programmable timers a 20 mph temporary speed limit is displayed to encourage drivers to slow down. These types of signs are also popular with drivers as they provide an alternative to speed cameras which are considered to be 'anti-motorist'.

Messagemaker provides several Speed Display combinations to suit location requirements and can be remotely configured. The optics for the new generation signs are fully compliant with EN 12966 and have a narrower, yet brighter beam to reduce light pollution in adjacent buildings and houses.



The speed signs are fully programmable to initiate a temporary 20MPH speed limit during school times using 3G Data Modems to remotely set sign parameters and for retrieval of collected speed data. Therefore, the effectiveness of the speed limits and the signs can be monitored and assessed.

**For more information on MessageMaker traffic signs please visit their website
www.messagemaker.co.uk/traffic-signs or call 0800 170 7780**

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For press information, please contact Charmaine Kimpton at Shere Marketing on 01483 3010 / 07414 749973 or email ckimpton@sheremarketing.co.uk